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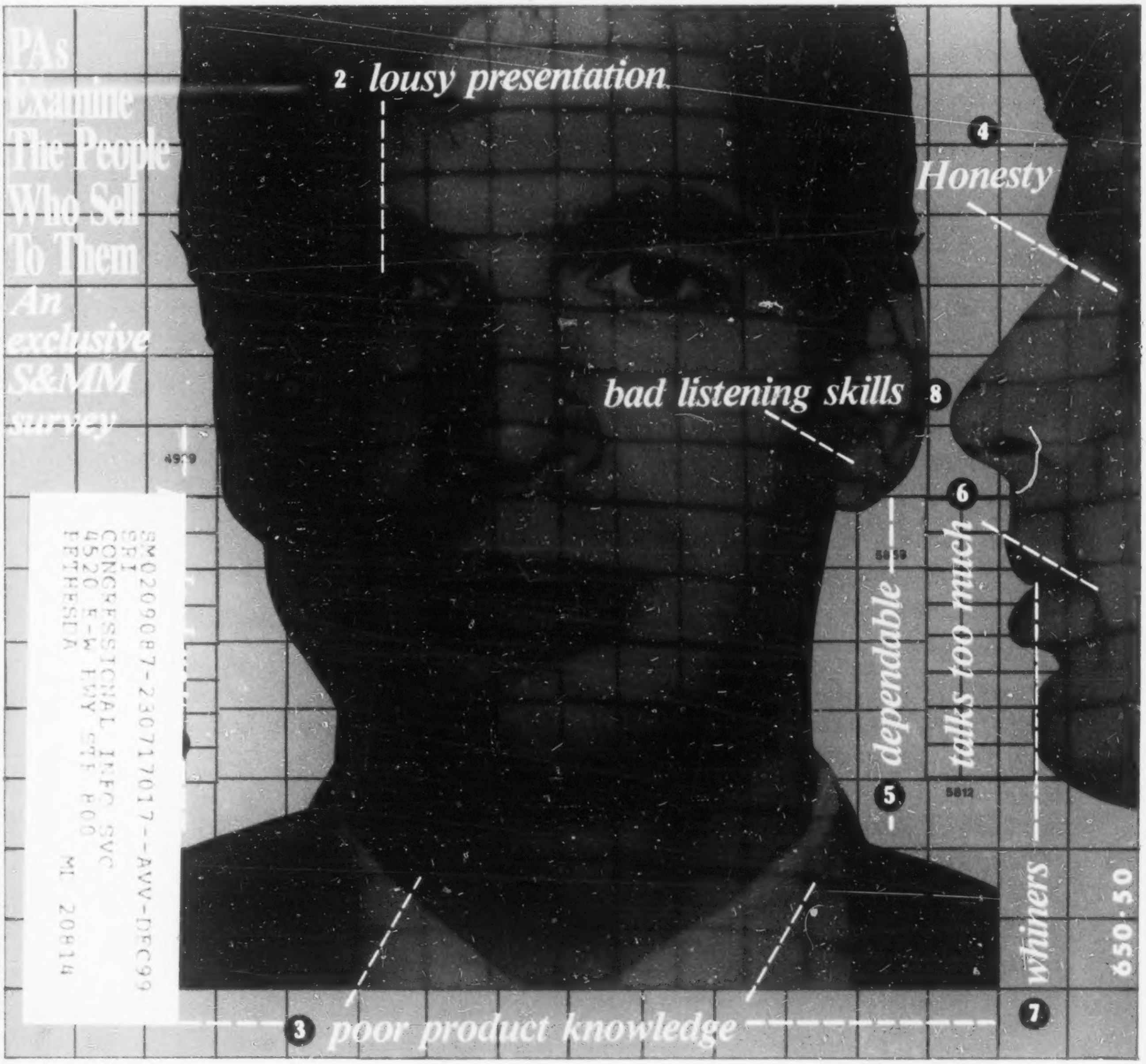
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PAs Examine The People Who Sell To Them

An exclusive S&MM survey

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SPECIAL SECTION: SALES MEETINGS

S&MM

Established 1918

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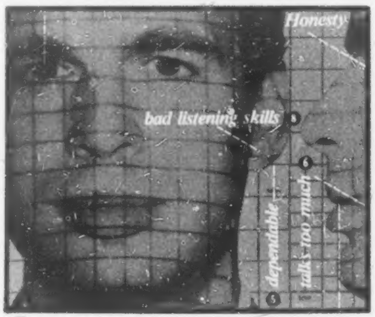

Cover:
S&MM polled 205 purchasing agents for their opinions on today's salespeople. Their verdict: Reps need to work on their credibility and integrity, but need not waste their time studying competitors' products or making too many calls. For full results, see page 38.

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markets, and other businesses where products are left in boxes.

Dale Stahl, vice president and general manager of Union Camp's Container Div., Wayne, NJ, which recently started its preprint linerboard operation, says preprint offers marketers more than just a nice looking box.

"What preprint offers is a higher level of graphics at less cost [than labelling]," he says. "But what it also does is give companies all kinds of opportunities to coordinate advertising campaigns."

Stahl says that major retailers are asking manufacturers to supply products in packages that can be sold right off the shelf. Obviously, if a package is more attractive, or if its instructions are more legible, it has an edge.

"It's a way for manufacturers to

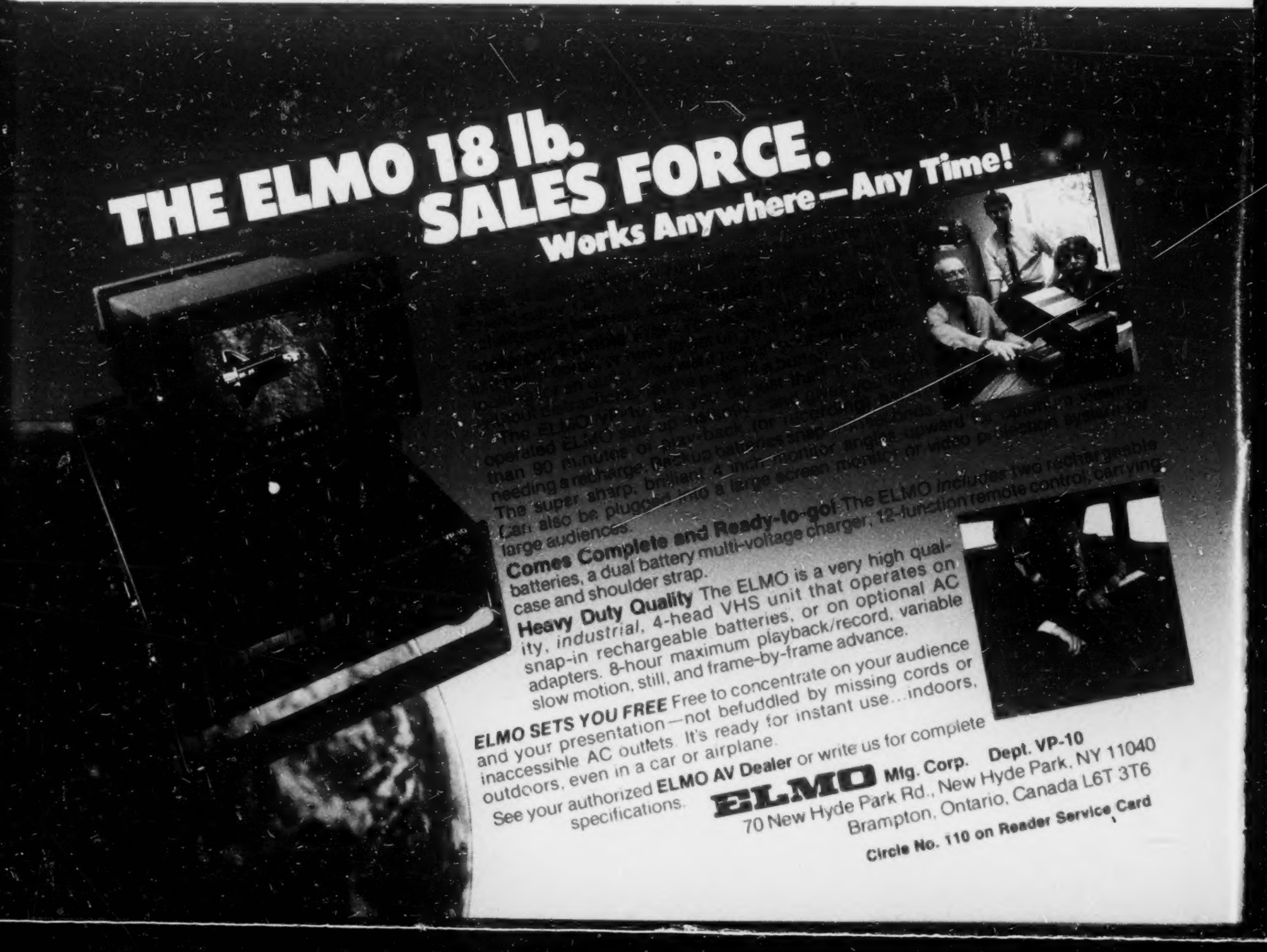
MARKET HIGHLIGHT

VCRs: New fourth TV network?

While Rupert Murdoch is the latest media mogul with plans for a fourth TV network, many feel it's already in place: namely, the millions of VCR (videocassette recorder) owners who are creating new modes of TV-watching. Some 19 million households have VCRs, reports Paul Kagan Associates, a Carmel, CA, media research firm. Electronic Industries reports that, through September, sales of VCRs numbered 7.5 million VCRs—just a whisper below the 1984 total. Here's how Kagan depicts 1985 VCR hardware and software sales:

Product	Avg. Price	Units (Mil.)	$(Bil.)
VCRs	$500	12	$6.00
Pre-recorded tapes	50	40	2.00
Rental tapes	2.50	500	1.25
Blank tapes	6	160	.96
		Total	**$10.21**

Source: Paul Kagan Associates, *The VCR Letter*
Sales & Marketing Management



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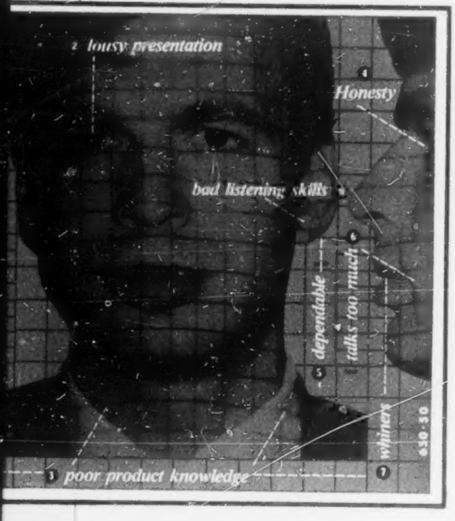

PAs Examine The People Who Sell To Them

An Exclusive S&MM survey

Want to be a hit with the next buyer you call on? Don't be pushy, arrogant, dishonest, unreliable, condescending, too talkative, or ignorant of your products. And while you're at it, make a nice appearance, too. But don't take our word for it; that's what buyers told S&MM in a survey of successful selling characteristics.

Of the 15 qualities, reliability credibility was considered "extremely" or "very" important by 98% of purchasing agents, while 93% put professionalism/integrity into the same categories.

While this shouldn't come as a shock to salespeople (consultant Edwin E. Bobrow of Bobrow Consulting Group, New York, calls these findings, "almost axiomatic"), it does indicate that, alas, not much is changing. Buyers still feel that there's a lack of professionalism among many salespeople, and, in many cases, the two groups are at odds with each other.

"From an overall standpoint, the survey seems to represent the usual adversary roles that the purchasing agent and salespeople are involved in," says Bobrow.

Still, the survey is not without its revelations. Only 36% rate product knowledge as being "extremely important," while 4.9% put knowledge of competitors' products in that category. (This indicates a change from nine years ago when a survey by *Purchasing* magazine rated product knowledge as the most important attribute of a good salesperson.)

"The big surprise is that the purchasing agents didn't demand expertise in product knowledge," says Bobrow. "It would seem to me that in a partnership relationship this would be extremely important. And I think it's essential that a salesperson has good competitive knowledge."

Buyers, however, have their reasons for this, especially when it comes to knowing the competitors' goods. Fellicia Wright, a buyer with Industrial Plastics, Elkhart, IN, stresses its importance, but concedes that salespeople sometimes lack product knowledge. "We need to know technical information, and I consider product knowledge very important. But I don't expect every salesman to know the competitors' products very well. I have some coming in here who barely know their products, let alone the competition's."

What's worse, says Wright, is that some try to fake product knowledge. Wright, who buys chemicals, among other things, says that she needs to know the physical properties of what she buys because of their critical use in manufacturing. Still, some try to bluff their way through a sale.

"I had two salesmen call on me who just plain didn't know what they were talking about—didn't know their own products—and wouldn't admit it," she says.

Others like Wright who feel that product knowledge is paramount, also find it lacking. Robert W. Akers, purchasing manager, Litton Inter-Pak Electronics, Springfield, MO, estimates that 25% of the people calling on him don't know their products well enough.

"Oftentimes you'll get salesmen who are not technically oriented. But they should at least be able to answer general questions," he says. "Otherwise, how can they help me solve problems? Anyone can sell you a widget and say it's better than someone else's."

Can there ever be too much product knowledge? Yes, say some, perhaps indicating why product knowledge didn't get a higher rating.

"I don't like someone interjecting technical information when you don't ask," says Dick Ruple, senior buyer, Perry Equipment Co., Mineral Wells, TX, a manufacturer of filtration and flow measurement equipment. "I don't like self-serving information. I'd rather have him [the salesman] go back and get information for me. They should

The results

What do PAs like most in a salesperson? Of the 15 characteristics they were asked to rate in the S&MM survey, the 205 respondents ranked these:

Most valued	
Reliability credibility	98.6%
Professionalism integrity	93.7
Product knowledge	90.7
Innovativeness in problem solving	80.5
Presentation preparation	69.7
Least valued	
Supplies market data	25.8%
Appropriate frequency of calls	27.3
Knowledge of competitor's products	31.2
Knowledge of buyer's business and Negotiation skills (tie)	45.8

know when to be quiet. Besides, they show more ignorance than smarts when they give more technical information than asked for."

Another possible reason for the poor showing of product knowledge is that many respondents feel it's enough if a salesperson knows where to get information. Says Ruple: "If the salesman asks, 'When do you need the information and when can I call you back?' then I know that he's interested."

Personality also scored relatively low (only 15.6% rated it "extremely important"), but it was by far the most emotional issue. More than a third of those who wrote comments mentioned personality in one way or another. And when contacted by phone, they didn't hesitate to discuss which types they don't like: pushy, egotistical, know-it-all, long-winded, and glad-hander.

"I can't stand the salesman who comes in here with a full line of the latest jokes," says Greg Vollendorf, purchasing supervisor, Detector Electronics, Minneapolis. "People who know their products and jobs don't do this."

"A guy will come in—one of those pressure guys—and say he can save me money and he doesn't even know the extenuating circumstances," says Jim Ferguson, LG Technologies, Valparaiso, IN. "Sometimes they'll even come in in the afternoon after having tipped a few at lunch with a big customer and talk down to you. 'You listen to me,' they say, 'and I'll make you wise.' "

"I don't like these people with limp handshakes, offensive stories, and who are living proof that, just like clothes can make the man, clothes can 'un-make' the man," says Larry Burrows, senior buyer, Standard Photo Supply, Chicago.

And Roy L. Finley, the purchasing director at Gold Kist, a farm cooperative in Atlanta, says, "A salesman ought to know when to shut up."

Dr. Herbert Greenberg of Personality Dynamics, a Princeton, NJ, consulting firm, says that this apparent paradox (buyers saying that personality is unimportant, yet bad personalities being the No. 1 complaint) is not surprising.

"They are not going to say that they like a product better because they like the salesperson. But it's going to be an influence," he says.

Bobrow agrees that buyers are probably saying what they think they should say, rather than what they feel.

"Conceptually and ideally they are saying they want a professional—someone who knows his products, doesn't have to know them that well, but who can deal with them reliably," he says. "In practice, you see reliability and professionalism through your relationship. That's why I think buyers are kidding themselves if they are implying that relationships are not that important.

"I do think they're right in saying that they don't want a pat on the back in place of those things. But they all want a good relationship. A

The good, the bad, and the ugly

Here, in their own words, are some qualities that buyers say they like, don't like, and just plain hate in salespeople:

The good	The bad	And the ugly
"Honesty"	"No follow-up"	"Wise-ass attitude"
"Lose a sale graciously"	"Walking in without an appointment"	"Calls me 'dear' or 'sweetheart' (I am a female)"
"Admits mistakes"	"Begins call by talking sports"	"Gets personal"
"Problem-solving capabilities"	"Puts down competitor's products"	"Doesn't give purchasing people credit for any brains"
"Friendly but professional"	"Poor listening skills"	"Whiners"
"Dependable"	"Too many phone calls"	"Bullshitters"
"Adaptability"	"Lousy presentation"	"Wines and dines me"
"Knows my business"	"Fails to ask about needs"	"Plays one company against another"
"Well prepared"	"Lacks product knowledge"	"Pushy"
"Patience"	"Wastes my time"	"Smokes in my office"

PURCHASING DEPT.
LOUTHAN

"Oh . . . hold it a second . . . at this point my boss says I should ask for the order."

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good relationship works to their advantage. Besides, it's been my experience that within the problem solvers and the like you'll find the good ol' boys more than the others."

Don Beveridge, president of D.W. Beveridge and Associates, a Barrington, IL, consulting firm, also sees an inconsistency in what buyers say they want and how they act. "They call you on the phone and say, 'Send me the price on a widget or give me the price on a model 27.' How can you demonstrate reliability and credibility and professionalism and integrity when by and large the majority of purchasing agents will not allow the sales representatives to demonstrate them? What I am suspicious of is that when they say reliability and credibility and professionalism and integrity, what they mean is that they want everything that a salesperson can offer after they beat him down on the price."

Another area of concern is sexism, which female respondents say is prevalent. In some cases it's as subtle as a salesman assuming that he's speaking to the buyer's secretary when he calls for an appointment. Other times it's blatant.

E.L. Penn, president of Omega Two, an electronics company in Strafford, MO, says salesmen have told her to ask her husband [the company's vice president] for permission to buy. "No one asks him to go ask his wife," she says.

Fellicia Wright says that she gets her share of salesman who on the first meeting call her "honey" or "sweetheart." (Her reaction? "It turns me off right away!")

Maryrose K. Darmotal, a buyer with McCain Manufacturing, Chicago, a bookbinding equipment manufacturer, sees this levelling off, but says it's hard for some to get over their prejudices. "Old-timers sometimes find it difficult to believe that a woman knows what she's talking about," she says.

Gifts are another problem area for many buyers. While it may be customary in some businesses, industrial people say they want no part of it. Dan Gotimer, senior buyer, Black & Decker, Easton, MD, says that gift-giving is a sure way for someone to lose a sale. "Someone will leave a sample and there'll be a product in the packaging. They're trying to buy the business and that's not the way I work," he says. "I'm professional."

Many of the complaints lodged against salespeople aren't unheard of, says Bobrow. In fact, he says, salespeople would probably say many of the same things about buyers (they're know-it-alls, too arrogant, and so on).

But, he adds, if salespeople behave this way, it's partially the buyer's fault. "If the buyer's offended, he should tell the salesman. Say, 'Hold it, your personality is getting in the way of my making an objective decision. Let's put this buddy-buddy business aside and you be my problem solver.' Buyers get what they demand in the relationship. They have the upper hand in setting the tone. The buyer has the pencil," he says.

Beveridge also feels that to some degree buyers "control" salespeople. "Uninformed purchasing agents who sees salespeople as peddlers dealing on the basis of price and

The salespeople speak back

O.K., the buyers and consultants have had their say, but what do salespeople think of the survey's results? The ones S&MM contacted, like their purchasing counterparts, were surprised at some responses, expected others, and were more than willing to comment on them.

"There still is the car-salesman, insurance-salesman image," says Kathe Sparacino, executive director of Sales and Marketing Executives of Los Angeles, reacting to the list of offensive sales characteristics. "But the old aggressive types are on their way out."

The "pushy" salesperson, she says, is usually the poorly trained and poorly educated one whose idea of a good selling technique is getting a foot in the door. "Selling is more than just asking for the order, and the newer groups of salespeople are turning this image around."

Like the others, former president of the Sales and Marketing Club of Philadelphia Lou Nolan was not surprised that reliability/credibility and professionalism/integrity were one and two, and theorizes that they were ranked so high because buyers found them lacking in salespeople. "A lot of buyers have a low opinion of salespeople," he says.

The real surprise to him, however, was the comparatively low marks given to product knowledge. "If a salesman doesn't have product knowledge, what does he have?"

Others agreed, but said that product knowledge is not a black-and-white issue. Says Turner Warmack, vice president, sales, Ziegler Tool, an Atlanta distributor, "That all depends on what you're selling; if it's a commodity, you obviously don't need it."

Gerald Clapp, eastern region manager for the Neenah Div. of Kimberly-Clark feels that buyers think product knowledge is important but find other qualities even more pressing. "They [buyers] probably feel that if a salesman has integrity, he's O.K." However, he adds, it's not just "O.K." for his salespeople. "If they don't have it, they're gone."

The personality paradox was not surprising to salespeople. They expect buyers to give personality a low rating, yet complain about the types of salespeople with whom they have to work.

"It's like dating," says Judy Buckley, a sales manager with Marriott, Stamford, CT. "When you ask people, they always say it's a good personality and sense of humor they want. They'll never say it's looks!"

specifications deny themselves the expertise that would enhance their own performance and promotability. Purchasing agents who ask for and then receive a salesperson's problem-solving assistance, but then accept the naturally lower cost of the sales rep's competitor, are equally thinking short-term," he says.

Loyalty (in the form of "desire for long-term relationship") also scored highly. More than 68% considered it either "extremely important" or "very important." Industrial buyers in particular seem to cherish loyalty—and will return it.

"A couple of years ago I couldn't get corrugated boxes from the big companies," says I.G. Technologies' Ferguson. "One company stood by me and got me the boxes. Now the market has changed, and the big companies are coming in and saying that they can save me $20 by switching. Their salesmen tell me that I'm not doing my company justice because I won't save it money. But the other guy was there when I needed the boxes. And the market will change again."

High on the irrelevant list for buyers was "appropriate frequency of calls," to which 26.8% answered either "not too important" or "unimportant." Next was "supplies market data," which rated 23.4% in these two categories.

"The number of calls is very important to salesmen but purchasing agents just don't want to be bothered," explains consultant Greenberg. "They don't know that need is built up after a number of calls and so on. That's the business of salesmen."

As for supplying market data, Greenberg considers that "buzzword and business school stuff" that is rightfully unimportant to buyers. "They know what they want to buy and why," he says.

The good news

All the disclosures in the survey aren't negative, however. Many buyers say salespeople are improving and becoming more service-oriented and adept at problem-solving, a quality the survey indicates buyers look for in salespeople.

"They're getting better," says Leslie Kutasi, Jr., a purchasing agent with Microwave Technologies in Raymond, ME. "They're better trained. Companies are not just throwing out a bunch of people with a client list and telling them to sell."

Others also feel that the new crop of salespeople are more professional and less likely to rely on charm. Says Beveridge: "The results of the S&MM survey suggest that we—both sales professionals and purchasing professionals—are seeking the same objectives: problem-solving and sustaining a resource-type business relationship. The survey says to me that we have similar standards."

Or, as Sue Furnivall, a buyer with Robertson Transformer Co. of Indiana, in Rochester, puts it: "When they [salespeople] help me look good, they look good and they get the order." S&MM

Coke tries to speed up data flow to sales force

Following completion of a pilot test next month, Coca-Cola USA, Atlanta, is expected to equip its fountain sales division sales force with portable computers and a lineup of sales-oriented software. Since August, nine sales representatives and two sales managers in the Atlanta and Portland, OR, district offices have been using Data General DG/One portables (with retrofitted tilt-up screens) and several application packages developed by Envoy Systems, Waltham, MA, including Sales Aid, Sales Mail, Sales Desk, and Sales Administration.

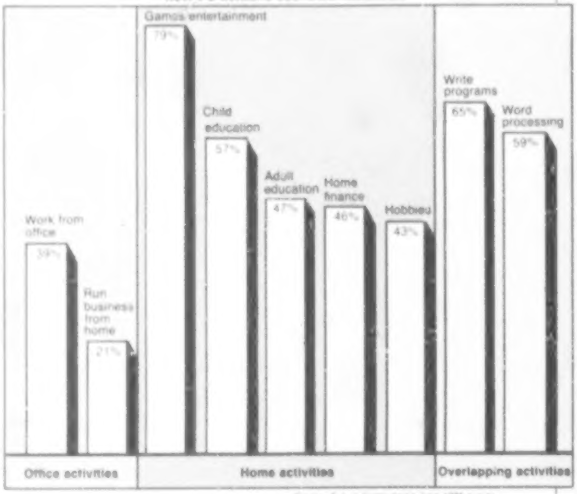
Key objectives of the pilot test, according to business systems analyst Scot Bergsten, are reduction of the sales rep's administrative workload and faster turnaround of information from headquarters to the field. Fountain division sales reps call on restaurant and fast-food chains as well as other large dining facilities and spend most of their time planning marketing programs involving the use of Coke.

Two-way communications, an integral phase of the pilot, is designed to help the reps manage their accounts more effectively. The portables are used to transmit call report-type information to headquarters from the field as well as receive information the rep needs before making a sales call. In the past, sending and receiving such information via the mails led to serious time lags. Envoy is providing a complete package for the pilot, including hardware and software for the reps, a communications network, and software that produces analytical reports for the managers.

Home PCs get down to business

PC users in the home are becoming more business-minded. In more than one out of five homes with a PC, the machine is used to run a business from the residence. Also, almost two out of five home PC owners use them to do office work, according to Future Computing's latest quarterly survey of 36,300 homes. While in-home PCs are still mostly used for amusement, education, and personal finance applications, senior analyst Hilda Uribe notes, an increasing number are being bought for work-related tasks. Uribe says PC penetration of all homes will rise from 12.3% at the end of 1984 to 15% by this year's end. However, results from its latest survey made the Dallas-based research firm revise downwards its projection of 1985 PC sales in the home market by 26%, from 4.3 million units to 3.2 million. Even so, Uribe insists, because buyers are veering to more complete systems, dollar sales will edge up 4% to $3.8 billion this year. Future Computing chairman Egil Juliussen traces the sales slump to the fact that "consumers want PCs for purposes they can't clearly define and the industry is not clarifying what PCs can do for them."

How PC owners use their machines



Source: Future Computing's June 1985 survey
Sales & Marketing Management

Sales rep makes software second career

From a salesperson who used a PC to track customers over extended sales cycles to a newsletter publisher dispensing advice to salespeople on software that helps them perform more efficiently. That's the story of 34-year-old Richard N. Bohn, who, after a 10-year sales career at Nicolet Instrument, where he rose from sales trainee to vice president of marketing, decided on a second career as a newsletter publisher, launching a monthly publication called *Computer-Aided Selling*.

Bohn's introduction to computers came when he was a Nicolet sales representative. "The product I sold to colleges often hinged on pros-

AN EXCLUSIVE S&MM SURVEY

NEW MEANING FOR MEETINGS

By LESLIE BRENNAN

Anyone who wants to get the most out of his next sales meeting should take a look at how Richard P. Day primes his sales force for the occasion. "I try to give the newer salespeople and those who are somewhat less successful the idea that they are playing with winners, that they have a chance to grow with the winners," says Day, who is senior vice president, group insurance, at Bankers Life Nebraska in Lincoln. "It's a kind of cross-pollinization and synergism that keeps everybody high."

Generating this kind of enthusiasm, of course, is one of the prime reasons that sales and marketing executives believe in the power of sales meetings. Even though they have no more money to spend this year than last (significantly, two-thirds say they are trying to find ways to cut meeting costs), virtually everyone continues to hold meetings on a consistent basis. In an exclusive S&MM survey of top sales and marketing people in consumer, service, and industrial businesses, respondents report both creative and practical methods for getting more out of their sales meeting dollars.

The questionnaire was mailed to 1,000 S&MM readers in July, asking for information on such topics as meeting frequency, site, budget, and attendees. Respondents were also asked to tell whether they were trying to cut meeting costs this year and how, to rank factors that influenced site selection, and to suggest ways to improve sales meetings.

By the survey cutoff date in August, 172 replies had been received. Of those, 90% reported that they have held, or plan to hold, sales meetings this year. Only 17 respondents are not holding meetings, for reasons that range from "new company start-up—no time to set up a meeting this year," to "no new products to talk about—we'll have a meeting next year." Only one respondent, the sales and marketing manager of a midwestern leather products manufacturer, was moved to say, "We have no reason to hold one. Sales are good!"

Survey results: Managing the meeting

Have you held or do you plan to hold any sales meetings in 1985?

• Yes	90%
• No	10

Base: 170 replies

What is your meeting budget (excluding travel)?

	1985	*1984*
• Less than $10,000	38%	34%
• $10,000-$50,000	43	42
• $50,000-$100,000	13	13
• $100,000 or more	6	11

Base: 1985, 140 replies; 1984, 280 replies

Who chooses the meeting site and sets the agenda?

	Meeting site	*Agenda*
• Vice president sales/marketing	43%	44%
• General sales manager/director of sales	28	22
• Marketing director	15	11
• President	14	24
• Executive vice president	8	12

Base: 153 replies. Total is greater than 100% because of multiple answers.

What is the total number of people, including sales, support, and management, that attends each regional and national sales meeting?

	Regional (Base: 103)	*National (Base: 110)*
• Fewer than 10	31%	10%
• 10-19	39	14
• 20-49	25	28
• 50-99	3	30
• 100-149	1	10
• 150 or more	1	8

Everyone else, including those who for some reason aren't holding meetings this year, felt that meetings are as essential in good times as in bad. What's more, many believe that it is important to gather at an attractive location. Otherwise, says Day of Bankers Life, "your meeting just won't have that kick." A number of other respondents concur, among them, J. Michael Brown, director of sales and marketing at Biomaterials International, a health-care instrumentation manufacturer in Salt Lake City. He says, "Sales meetings should be used as a reward. Take your people to a place that's relatively exotic—as much as you can afford—and don't make them spend the entire time working their fannies off in a hotel!"

Citing the sites

Plenty of organizations, however, report excellent results at less thrilling locales, such as airport hotels, company headquarters, and budget motels. In fact, resort hotels suffered the biggest drop of all sales meeting sites in 1985, declining five percentage points from last year's 42%. Company sites and airport hotels picked up the difference (Table D-1).

Site amenities continued to be a strong factor in choosing a nonheadquarters location for sales meetings (Table D-2). More than half (twice as many as last year) mentioned quality of guest rooms as an important qualification in their rating of a site. Other strong contenders were quality of service

B Distributors play a key role

1 Do you use distributors?

• Yes	58%
• No	42

Base: 163 replies.

2 If Yes, in what meetings do you include them?

• Include distributors in meetings held for own sales force	13%
• Hold separate meetings for distributors	61
• Both	26

Base: 80 replies.

(77%) and food (64%), on-site meeting staff and equipment (55%), and rates (46%). Trailing the list were availability of entertainment (4%) and convenience to an airport (18%).

Although sales and marketing executives are still interested in holding their meetings in better-than-average surroundings, they're even more interested in controlling the costs of sales meetings. Two-thirds of the respondents answered "Yes" when asked if they had tried to cut meeting costs in 1985 (Table E-1). This is a sizable increase over last year's 48% response to the same question. Efforts at cost-cutting are paralleled by the fact that meeting budgets have changed very little in a year (Table A-2). Meeting budgets ranged from less than $10,000 to more than $100,000, but the number of respondents that spend in the higher brackets has not increased since last year. In fact, the number of respondents in the top category has dropped five percentage points.

Static budgets and cost-cutting efforts affected respondents across the board, in every industry and in every type of sales organization. Among those companies surveyed, the size of the sales force ranged from fewer than 10 to more than 150, with 50% of the respondents

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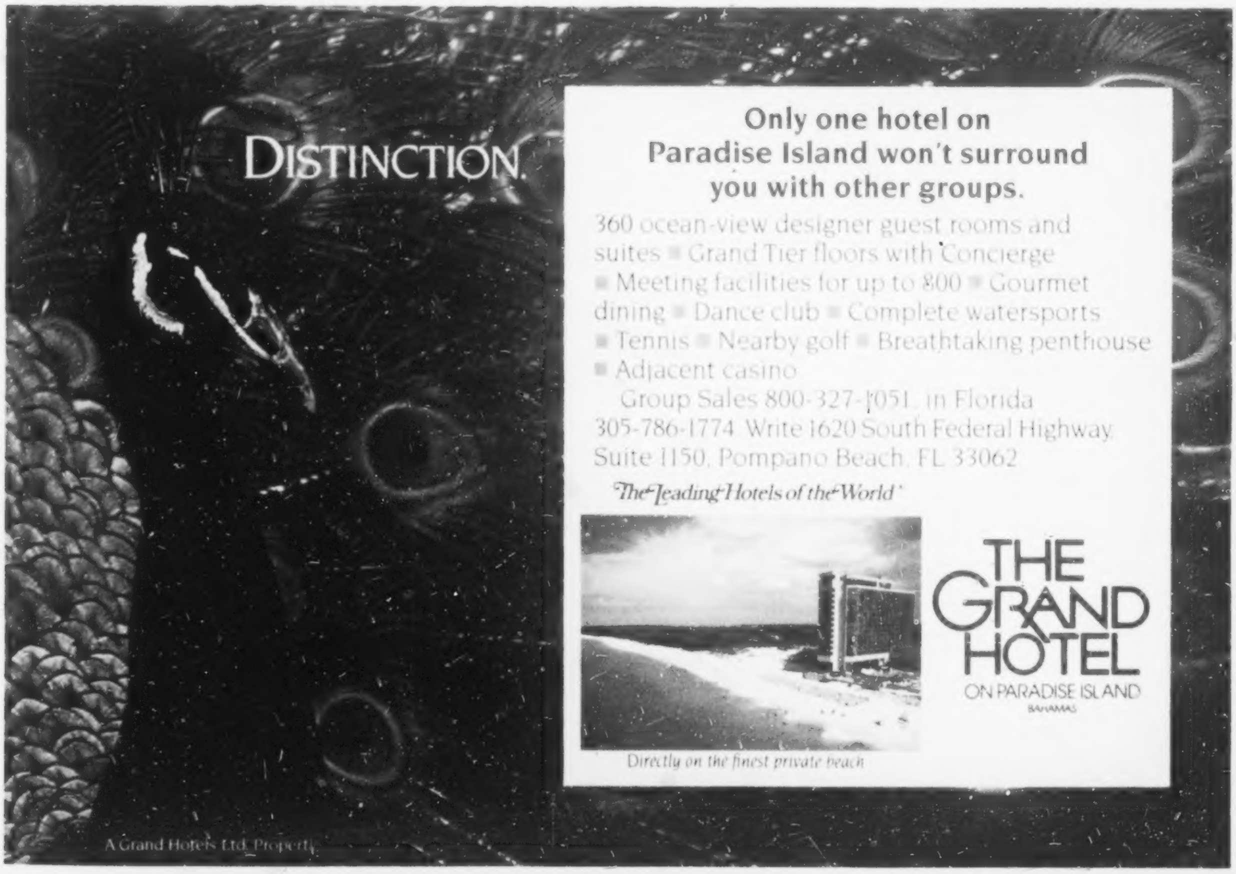
Leslie Brennan *is a Swarthmore, PA, freelance writer who frequently contributes articles to S&MM on various sales and marketing topics.*



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reporting that their sales force is made up exclusively of company employees; 14%, exclusively of independent reps; and 36% a combination. In addition, 58% use distributors to get to market. Of these, 61% hold separate meetings for their distributors, while 13% include them in meetings held for in-house sales teams (Table B-2).

Asked what improvements sales and marketing executives would like to see in their meetings, more than half (57%) had suggestions to make (Table C). A quarter of these mentioned planning and organization as an area for improvement.

Linn Melvin, sales manager for Rediform Office Products, Los Angeles, says, "Every meeting should have an objective and a result tied to it so you can cost-justify the meeting. Otherwise, why have it? Objectives for national meetings might be launching a new product line, introducing a new management organization, or explaining major changes in price or position of a line of products."

Following his own advice, Melvin elected not to have a national sales meeting this year, replacing it with three regional meetings. He stresses that this wasn't necessarily a cost-cutting measure since the overall budget can get bigger holding several meetings. His rationale for regional meetings is that "there are times when smaller meetings of a closer-knit group on a specific topic are more effective and accomplish more than a very large meeting."

Others echoed the planning theme. Janice Fleenor Smith, marketing communications manager for Cabot Corp.'s Cabot Stellite Div. (manufacturer of special industrial alloys), Kokomo, IN, says it is important not to try to jam too much into one meeting: "You create too much stress in the meeting when you try to cover too much material. There's never enough time to reach a conclusion and implement objectives; the meeting becomes reactive instead of proactive."

Other significant suggestions included "Better speakers" (12%), "More outside speakers" (7%), "More professional help planning the meeting" (13%), and "Lower cost" (8%). A typical comment comes from the marketing manager at a southern paint manufacturer who says, "I'd like to see more splash in the program presentations." Another marketing manager, Jay Berman of the western region of the Adhesive and Graphics Div., Borden Chemical, Borden Inc., notes that "we're not trained presenters; that's not our fault. On the other hand, we do have to make these presentations periodically, so I think we probably ought to run a program on how to give a presentation."

Adds Robert Hall II, senior director and general sales manager, Greyhound Lines, Phoenix, "Our presentations need better emphasis and excitement. We should give information in a very creative way and make the meeting come alive for people; make the crossover between entertainment and education."

More outside speakers, a category that wasn't mentioned on last year's survey, showed up on the wish list of 7% of the respondents: Ed Taussig, sales vice president for All State Legal Supply in Bridgewater, NJ, says, "I see a trend

C Room for improvement

How would you like to see your sales meetings improved?

1 Physical arrangements	
More responsive hotel staff	3%
Better food	3
Fancier hotel	2
2 Program	
Better planning	25%
More professional help planning meeting	13
More participation by attendees	12
Better speakers (internal and external)	12
More fun, free time	12
More use of audiovisual materials	8
Lower cost	8
More outside speakers	7
More motivational sessions (speakers & awards)	5
More training sessions	5
Longer meeting	5
More meetings	4
3 Follow-up	
Feedback: tie-in to increased sales	5

Base: 87. Total is greater than 100% because of multiple replies.

D

On location

1

Where are meetings held?

	1984	1985	1986
• Company site	47%	51%	44%
• Hotel	46	45	40
• Resort hotel	42	37	38
• Conference center	16	17	14
• Airport hotel	10	13	9
• Budget motel	3	3	1

Base: 153 replies. Total is greater than 100% because of multiple answers.

among sales managers to look outside the corporation for speakers. We're all looking for more ways to excite our people, and nationally known speakers are one way to do that. I think it really enhances the meeting for our people—much more than just pounding them on products and quota." Like most of the others who use or want to use outside speakers, Taussig favors motivational presentations. "We did a full day of Brian Tracy this year, and our people came out of the meeting sky-high. We've had record-breaking sales months ever since."

Although only 9% of the S&MM readers polled used the services of a professional meeting planner this year, another 13% would like to. Says Dean Pohl, sales and marketing manager, Vlier Engineering (industrial components), Burbank, CA, "They really help us organize the site and set up things we want to do after we get there—meals, entertainment, etc.—particularly when we go to places we're not that familiar with. Sometimes they even help us get speakers."

A director of sales and marketing at a heavy machinery manufacturing company in Niagara Falls, NY, would like to have even more outside help. He says, "I'd like to increase the variety and frequency of outside input, especially in the area of training skills and advisory services."

Apparently S&MM's readers didn't consider cost-cutting a way to make sales meetings *better* (only 8% listed it as one way to improve meetings), but it's very much on their minds. For the first time in three years, more than half are searching for economy measures, although they say it isn't easy. "We're holding our national meeting on the West Coast this year; it's close to the plant so more of our people can drive," says Vlier Engineering's Pohl. "We try to make our meeting nice, so it's hard to cut costs, but we're eliminating the frills, things like a bottle of champagne and basket of fruit in each attendee's room. They'll notice, but I think they'll understand that we're trying to cut corners here."

How to cut corners

Some of the corners are cut a little more closely than others, says Ted Minkler, director of sales, Computer Options, a Brockton, MA, software company. "The computer industry is going through somewhat of a shakeout right now," he says. "Sales meetings are the first things to go in hard times. Management would rather have the salespeople out there beating the bushes for business." Minkler still has his national meeting, but, he says, he can't do as much as he'd like: "Spending money on materials and presentations during sales meetings is not high priority right now."

Most respondents agreed with the general sales and marketing manager of a Pittsburgh manufacturer of water meters, who says, "It's essential to reduce costs without reducing the effectiveness of the meeting." Jed Casey, executive vice president of marketing for the Ginn Co. a Hyattsville, MD, office products distributor, has solved the problem by cutting out big meetings entirely. "We schedule short product meetings and selling skills meetings twice a month," he says. "About twice a year we have a big promotional meeting tied to a theme."

Casey's philosophy is to keep sales meetings "short, sweet, and to the point. It not only keeps costs down, but you get and keep people's attention. Cost is important, but I'm just as interested in the

2

What is important in a non-company meeting site?

	Very Important	*Somewhat Important*	*Not Important*
• Quality of service	77%	22%	1%
• Quality of food	64	34	2
• Quality of guest rooms	55	41	4
• On-site meeting staff and equipment	55	33	12
• Rates	46	53	1
• Travel time to site	37	57	6
• Banquet facilities	21	58	21
• Health and recreation facilities	20	53	27
• Convenience to airport	18	62	20
• Availability of entertainment	4	45	51

Base: 153 replies.

Battling costs

ONE

Have you tried to cut meeting costs this year?

	1985	1984
• Yes	66%	48%
• No	34	52

Base: 1985, 138 replies; 1984, 271 replies.

TWO

If so, how?

	1985	1984
• Shopped for airfare	64%	24%
• Tied meeting to trade show or other business	53	6
• Held fewer meetings	49	13
• Shopped for site rates, stayed in less expensive hotel	48	39
• Cut down on frills (banquets, entertainment, etc.)	46	11
• Held shorter meetings	45	21
• Stayed closer to home	42	15
• Limited attendance	37	11
• Replaced national meeting with regional meetings	21	9

Base: 1985, 91 replies, 1984, 82 replies.
Total is greater than 100% because of multiple answers.

initial impact, absorption, and follow-through.''

Staying close to home, cutting out frills, and converting to small regional meetings are just three of the many routes creative sales and marketing managers are exploring in their attempt to reduce costs without losing impact. Others include staying in less expensive hotels, limiting attendance, and tying national meetings to trade shows or other business.

Many sales executives combine two or three techniques. Victor W. Cable, sales vice president for Holden Business Forms, Minneapolis, reports that ''we cut costs by limiting attendance; in the past, we included spouses on the trips, but no more. We're also going to hold the meeting in Minneapolis this year instead of going to a site outside the city. The positive of that is saving money, but the negative is that you're close to the plant. The guys are going to be calling the office too much.''

Despite all the cost-cutting measures, almost no one feels that sales meetings are any less effective than in the past. ''They're essential,'' affirms the sales manager of a Utah-based manufacturer of nutritional supplements. ''They allow us to feel the pulse of what's happening and respond.'' S&MM

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SIGNIFICANT TRENDS

PC blues

Next month's Christmas selling spree will find cash registers ringing a merry tune for a raft of consumer electronic products—such as VCRs, compact disk players, microwave ovens, telephone answering machines—but not for personal computers. Although the fourth quarter chips in 40% or more of annual PC sales, marketers are cutting back on advertising as they wait for the industry's recession to end.

Even if PC marketers revved up advertising spending, it is doubtful that that would have generated the kind of gains achieved two and three years ago. The industry's basic problem is something not cured by juiced-up advertising—namely, a potential buyer the likes of which the industry has not encountered before and one who cannot be wooed by the sales strategies of the past.

When PCs burst on the scene 10 years ago, they were enthusiastically welcomed by the techies who were enamored with the new hardware technology—people who, Tony Wolff, focus group expert, calls hobbyists, tinkerers, innovators, adventurers, and hackers. In time, they were followed by a second wave of shoppers, business-oriented users who saw how the PC could end repetitive tasks and tackle specific business applications.

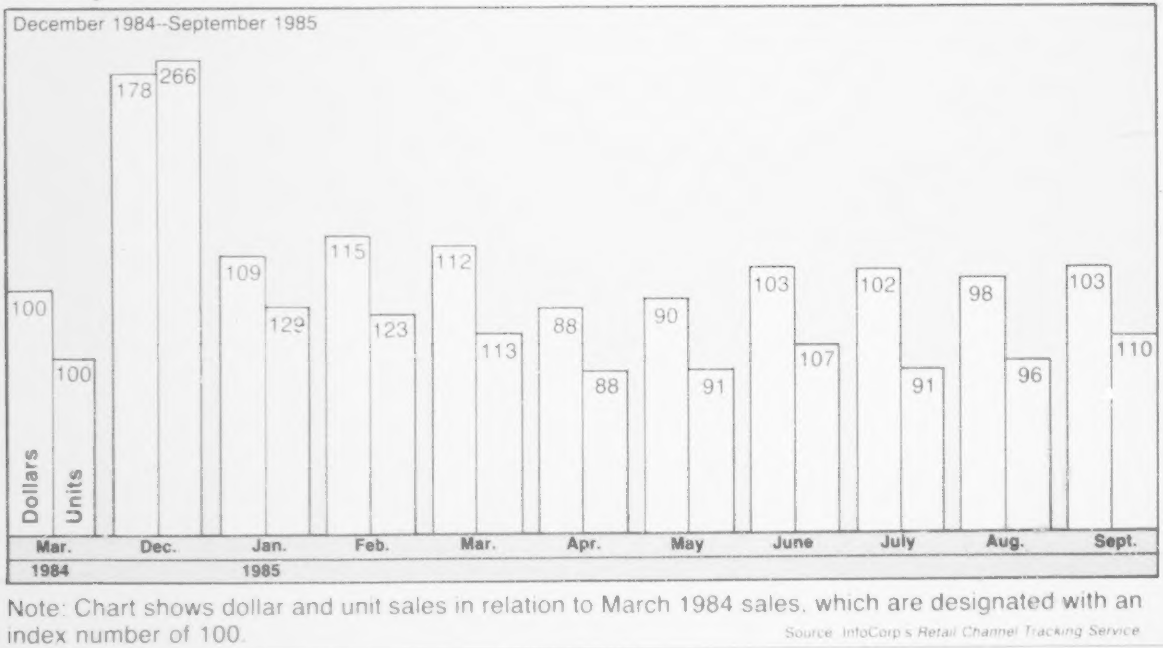
Confronting the industry today, says Wolff, is a "third wave made up of 'waiters' who have neither the intrinsic fascination with technology that characterized the first wave nor the clear vision of how to put the PC to work that characterized the second wave."

Wolff, whose firm, Tony Wolff & Co., specializes in focus group research for hi-tech industries, stresses the waiters are not "resisters," that "they know something important is happening with computers. The waiter," Wolff says, "rationalizes to himself that, yes, he probably should have a PC and will probably get one eventually, but he has gotten this far without one and so he can probably continue to do so until the industry gets one exactly right for him."

Contending that sales strategies that worked with earlier PC buyers won't be as effective with today's prospects, Wolff says that "If there is a single *leitmotif* that weaves its way through our focus groups, it's the felt need for education: computer literacy seminars, jargon-free books and brochures, on-line tutorials, self-explanatory or self-running demos."

Shifting the marketing emphasis to education won't be easy because computer dealers, the PC marketer's favored distribution channel, are overly occupied with large volume accounts, hence the little guy is pushed aside. As one dealer told Wolff, "The dual roles of being a sales organization and an educational organization don't mesh very well."

Monthly retail sales index—PCs



Note: Chart shows dollar and unit sales in relation to March 1984 sales, which are designated with an index number of 100.

Source: InfoCorp's Retail Channel Tracking Service

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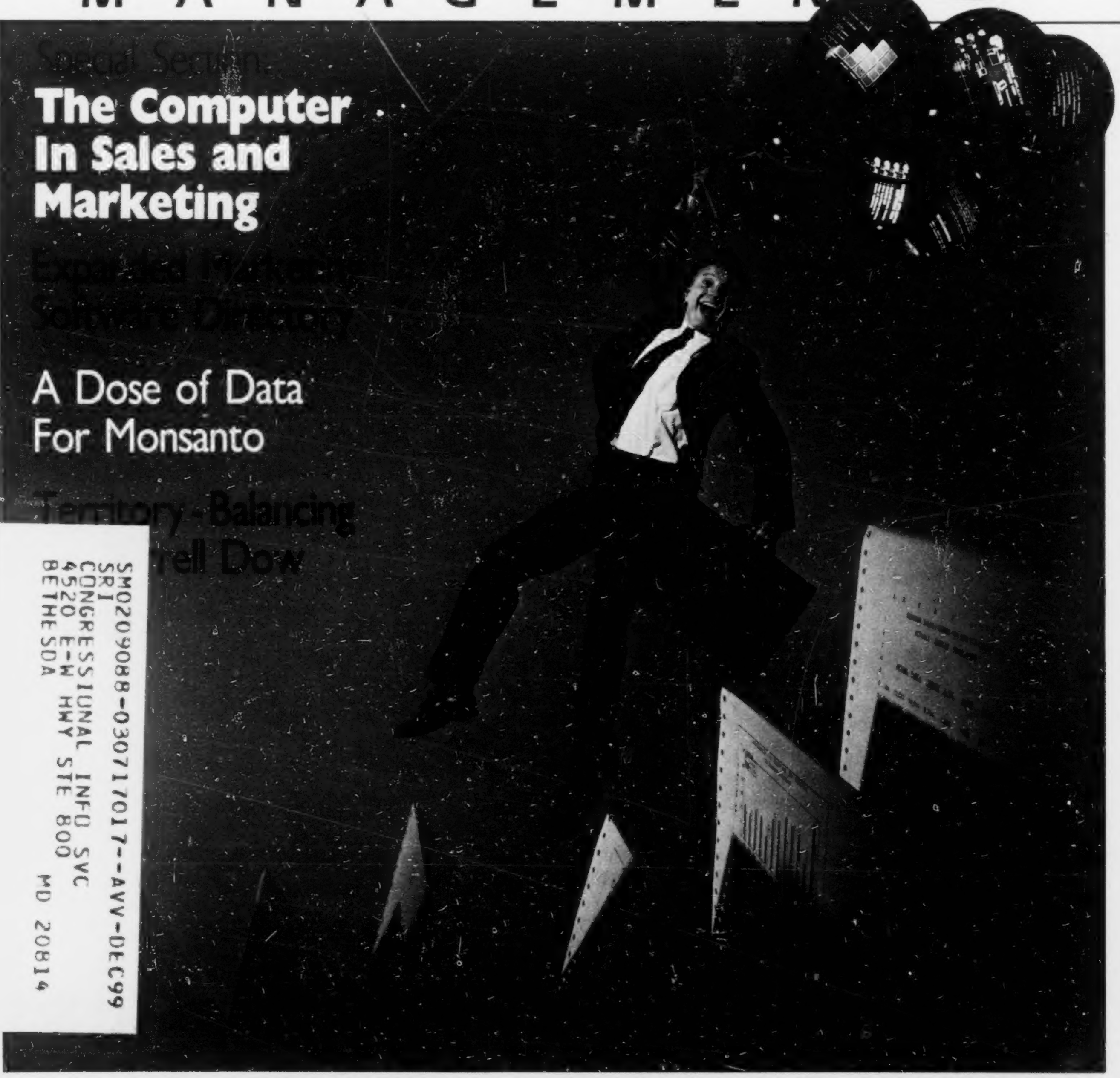

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December 9, 1985 □ Selling airplanes, Boeing-style □ Meetings and incentives in China □ S&MM Special Section: the computer in sales & marketing

S&MM

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Cover photo by Steven Ghroe, courtesy of Digital Equipment Corp.

Cover:

As prices fall and applications broaden, more and more marketers and salespeople are using PCs to give them the competitive edge they need to soar above the competition. S&MM's Special Section, along with an exclusive software directory, begins on page 65.

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HOW THE PC MAKES FRIENDS WITH MARKETERS

Whether customizing sales letters or mapping territories, sales and marketing executives look hard at the new software.

By THAYER C. TAYLOR
Senior Editor/Management Sciences

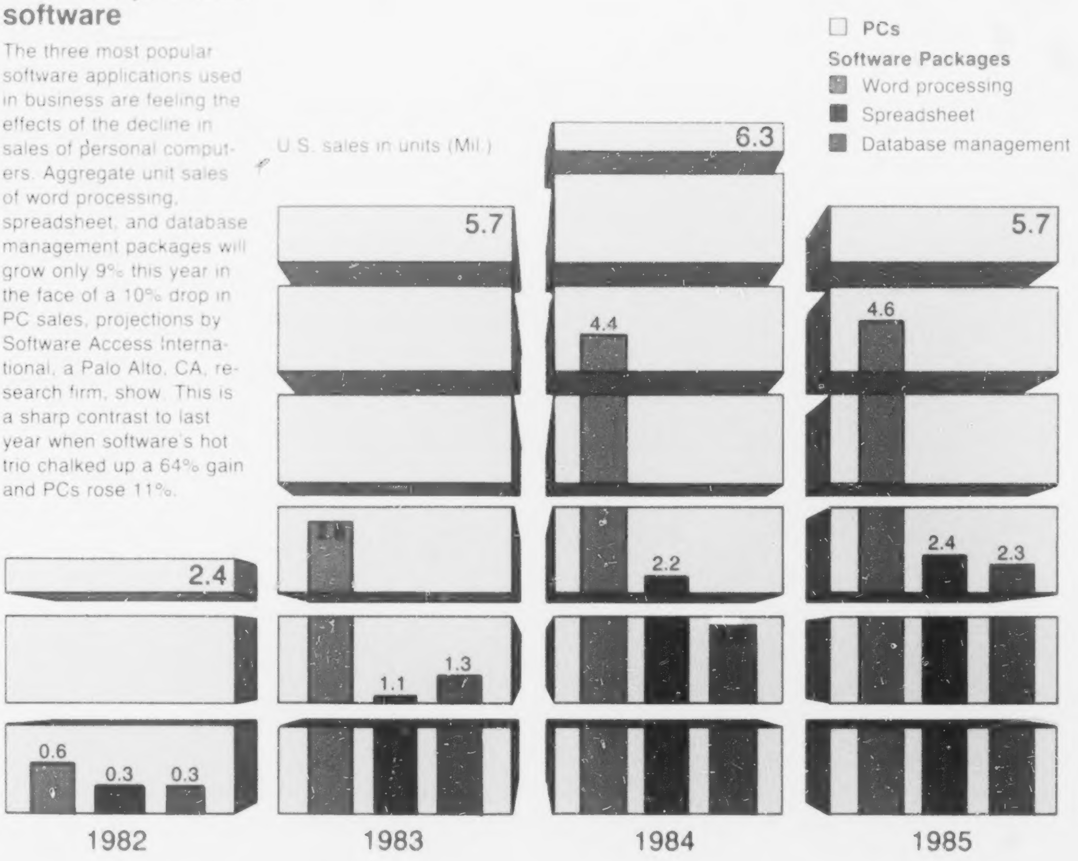
Almost a decade after it began, the PC revolution is beginning to reach sales and marketing departments. Once unsure about whether the personal computer would be a help or a hindrance, both managers and sales representatives suddenly seem to have discovered that it can help them perform more effectively. At most, 3% of field sales personnel use PCs now, so the potential for growth is substantial.

One of the most encouraging signs is the explosion of programs written specifically to meet the needs of marketers. For example, S&MM's annual Directory of PC-Based Sales and Marketing Applications Software (page 78) lists 76 vendors—almost double last year's total of 39 companies.

The rising tide touches almost every facet of sales and marketing management. On the following pages, several case histories demonstrate how innovative marketers use such software to solve problems more effectively and make better decisions.

PC slump slows software

The three most popular software applications used in business are feeling the effects of the decline in sales of personal computers. Aggregate unit sales of word processing, spreadsheet, and database management packages will grow only 9% this year in the face of a 10% drop in PC sales, projections by Software Access International, a Palo Alto, CA, research firm, show. This is a sharp contrast to last year when software's hot trio chalked up a 64% gain and PCs rose 11%.



Source: Software Access International / Sales and Marketing Management

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HOW TO PAY NATIONAL ACCOUNT MANAGERS

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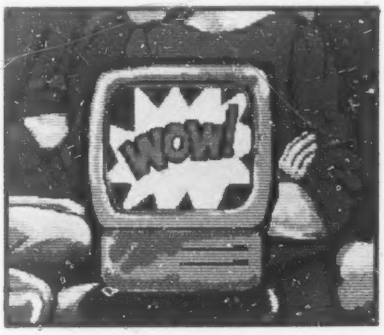
Computer art for cover by Lauretta Jones



Cover:
Like the auto industry before it, the personal computer industry is having a hard time getting over the slump created by massive buyer hesitation. In order to rekindle the flames, marketers look to service and support for help. Page 42.

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Tapping the keg in New Jersey

New Jersey has been called "The Cleveland of States," which is not one of your more flattering slogans as slogans go. Comedians have long mined the industrial swamps of the Garden (Garden?) State for an almost endless supply of material, and even the people who live there are said to make jokes about their homeland. We'd list a few of them here, but we don't associate with people from New Jersey (just kidding, Governor Kean). Anyway, no one really knows how long New Jersey has been the subject of these kinds of jabs, but at least as far back as Benjamin Franklin's time, New Jersey has been a notorious name to drop. Franklin once observed that New Jersey was like "a beer barrel tapped at both ends," making reference to the drain on the state's population and resources by the two cities that border it: New York in the north and Philadelphia in the south.

Franklin's quote is just as true today as it was 200 years ago, especially since these cities have, if anything, grown more prominent over the years, pulling even more on the ends of New Jersey. But New Jersey enjoys one distinction that no other state can lay claim to, and it is precisely because of its neighbors that this is so. New Jersey is the only state in the U.S. that is made up entirely of metropolitan counties. In other words, New Jersey is, according to the Census Bureau, the Commerce Department, the Office of Management and Budget, and S&MM's *Survey of Buying Power*, one giant metro area.

Aside from its own eight metros, which consume 16 of its 21 counties, New Jersey counties are part of three other out-of-state metro areas. The Philadelphia metro area contains the New Jersey counties of Burlington, Camden, and Gloucester, the Allentown-Bethlehem, PA, metro includes Warren County, NJ, and the Wilmington, DE, metro area lays claim to south Jersey's Salem County. This is not to say that shopping malls and factories have covered the state like a plague of locusts, but even in the relatively countrified areas like Sussex County and the seasonal resort towns in Cape May, Monmouth, and Ocean Counties, the degree of urbanization is such that the metropolitan designation still holds true.

Recently, New Jersey began a campaign to attract hi-tech and other "clean" industries to the Garden State, in a move designed to rid itself of the image of a polluted wasteland. And as the property values in New York City and Philadelphia continue their upward spiral, New Jersey has become more attractive to those looking to escape the high-priced confines of the city.

Some other lesser-known facts about New Jersey may surprise those who tend to think of it as nothing more than a subject of many a Johnny Carson monologue:

- Of the top 25 most affluent markets projected for 1989, five New Jersey metros—Bergen-Passaic, Middlesex-Somerset-Hunterdon, Newark, Monmouth-Ocean, and Trenton—make the ranks, the most of any single state.
- Newark, a metro that has had a long history of population losses, is still the nineteenth-largest metro in the U.S., with Bergen-Passaic and Monmouth-Ocean holding down the 34th and 49th spots, respectively.
- Newark also ranks as the twelfth largest metro in terms of black population, making it a very vital market for those looking to reach this particular segment.
- Young professionals, population ages 35 to 49, push three of New Jersey's metros into the top 50—Newark, Bergen-Passaic, and Middlesex-Somerset-Hunterdon—with the Monmouth-Ocean metro charted at No. 52 out of 316 metros nationwide.
- In terms of Hispanic population, Jersey City (22nd), Newark (23rd), and Bergen-Passaic (32nd) make New Jersey a key focal point for marketers targeting this fast-growing group.
- The ranking of metros showing households with Effective Buying Incomes (EBI) in excess of $50,000 contains four New Jersey metros in the top 50 alone. They are: Newark (11th), Bergen-Passaic (18th), Middlesex-Somerset-Hunterdon (27th), and Monmouth-Ocean (31st).
- Finally, in terms of median household Effective Buying Income, a total of five New Jersey metros show up in the top 25, again, more than in any other single state. Compared with a U.S. median of $25,496, Middlesex-Somerset-Hunterdon's $38,100, Bergen-Passaic's $36,140, Newark's $33,741, Trenton's $32,444, and Monmouth-Ocean's $32,393 place them in a very respectable light in terms of available buying power. Take that Cleveland!

By Richard Kern,
Editorial Director, S&MM Surveys

As seen by the Survey

New Jersey metros: 5 in the top 25

Metro	1984 Median Household Effective Buying Income	U.S. Rank
Atlantic City	$23,791	208
Bergen-Passaic	36,140	7
Jersey City	23,436	218
Middlesex-Somerset-Hunterdon	38,100	4
Monmouth-Ocean	32,393	22
Newark	33,741	12
Trenton	32,444	21
Vineland-Millville-Bridgeton	25,496	181
U.S. Median	**$25,496**	

Source: Sales and Marketing Management's *1985 Survey of Buying Power.*
Sales and Marketing Management.

been a bad product, I'd probably be out of a job, because the quickest way to kill a bad product is to promote it heavily. But we were working with a good product, so it worked!"

MARKET HIGHLIGHT

Consumers fault services

If we are heading for a services society, consumers are not too happy about it. That is one implication of a Conference Board survey of 6,000 families who were asked to rate the value they received in purchasing 38 major products and services. Nine of the 10 items with the highest "poor" ratings are in the service sector. The top 10 rated "good" and "poor" by the percentage of all families:

What consumers like . . .

Product	% Good
Poultry	53.6%
Fruits, vegetables	42.7
Meat	35.5
Fish	33.9
Prescription drugs	33.8
Appliances	30.2
Personal-care items	29.6
Pet food	29.1
Electricity	27.8
Shoes	27.6

. . . and dislike the most

Product	% Poor
Hospital charges	58.4%
Lawyers' fees	49.1
Movies at theatres	47.0
Credit card charges	45.5
Bank service charges	42.3
Cable TV	41.1
Health insurance	40.6
Doctors' fees	36.4
U.S. postage	36.3
Used cars	35.6

Source: Conference Board's consumer research center, *Sales and Marketing Management*

SOFTWARE MARKETING

Setting sights on 1-2-3

The PC industry is littered with corpses of Davids who failed to topple Goliath. The latest would-be giant-killer is Javelin Software, Cambridge, MA, who hopes its $695 Javelin business analysis and reporting software will chop down the 60% share of the $520-$590 million spreadsheet market held by Lotus Development's 1-2-3.

Despite Lotus's dominance, Javelin marketing vice president Richard Bonzagni claims, "our focus groups revealed a lot of frustration among spreadsheet users. And where there's frustration, there's opportunity."

To tap that opportunity, Bonzagni will rely exclusively on computer dealers (with 500 targeted outlets) who have outside sales forces calling on corporate accounts. They will be supplemented by cadres of Javelin executives who will put on product demos at Fortune 1000 companies but will not take orders.

Javelin's Bonzagni: Software's newest David meets his Goliath.

Relying exclusively on dealers can be a high-risk strategy, especially since Bonzagni has no significant advertising plans. As Robert M. Lefkowits, director of software research at InfoCorp, Cupertino, CA, points out, "Dealers sell what corporations ask for, and even those with outside sales forces don't pioneer. It will be difficult for Javelin to motivate dealers to knock on doors and sell Javelin."

Bonzagni thinks the motivation will come from a "key city" sales strategy. Rather than rely on co-op advertising, he will ask dealers "to prepare a proposal built around what works best for them—seminars, in-store demos, direct mail—and we'll work with them on it."

He will also rely heavily on word-of-mouth, which he contends "more than anything else made 1-2-3 a success. That's the key marketing ingredient in this business today."

Maybe so, but Lotus did not face such firmly entrenched competition. President James Coggeshall, Software Access International, Mountain View, CA, says, "Their problem here is one of mind-share, not product superiority. Most of the companies they'll go to will already have large Lotus installations."

CHANGING MARKETS

Miami Beach targets young professionals

"The younger generation is coming, and it's great," says Dorothy Rich of the Miami Beach Chamber of Commerce (COC). Miami Beach, which has attracted mostly retirees since World War II, has begun to actively court a younger crowd.

Boc Baker, executive director of the Miami Beach COC, says that

Fighting buyer resistance in the PC market

Now that the honeymoon has ended for the PC industry, marketers are hoping that increased service and support will rekindle their romance with the first-time buyer.

By RICHARD KERN
Senior Editor

Five years ago, just about any market analyst you talked to had only one word to say: computers. Industry gurus spoke glowingly of "a computer in every home by the turn of the century." Manufacturers held aloft Census Bureau estimates for the year 2000 that showed approximately 100 million U.S. households—a huge potential market for PCs that didn't even include projected sales to businesses that could double, or even triple, total unit sales. For a myriad of hardware manufacturers, the future looked too good to be true.

Five years down the road, it turns out they were right—it *was* too good to be true.

The Osbornes and Timex/Sinclairs now sit gathering dust in someone's broom closet, victims of unplanned obsolescence, and a growing number of companies are reporting some staggering deficits. Apple's $17 million and Commodore's $80 million quarterly losses head the list of some of the more noteworthy red-ink entries. The revolution has stalled, and the major marketers are desperately scrambling to pull themselves out of the present slump. Many companies, unable to generate the necessary follow-up business, have already called it quits.

What happened? Why is an industry with so much potential failing to reach its targeted market? The answers are many, but most of it can be chalked up to a lack of foresight. A look back into the annals of marketing history offers a story with some interesting parallels and, hopefully, a few lessons.

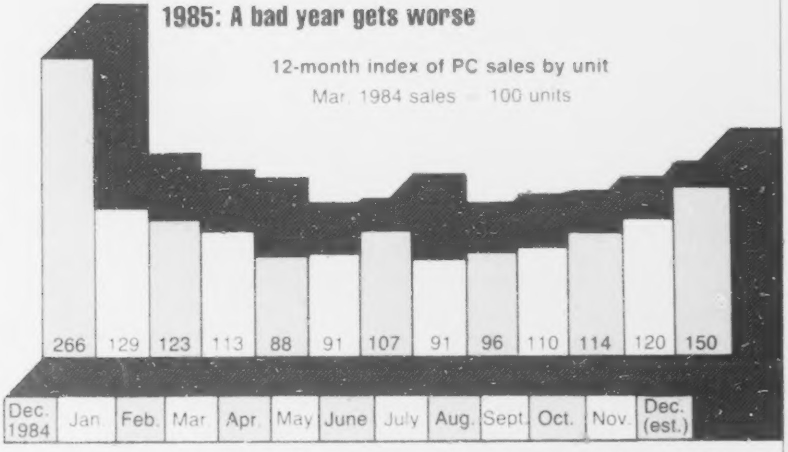
At the beginning of the twentieth-century, the fledgling automobile industry was having trouble. The first wave of self-proclaimed mechanics and tinkerers had already purchased their new "horseless carriage," and the manufacturers proclaimed that the automobile was here to stay. The only problem was, the people out there in everyday America were still getting along just fine with wagons and buggies.

It was not until the industry developed a solid infrastructure of service stations, mechanics, parts stores, and other amenities, that the proper support system made owning an automobile a more desirable experience. Much the same could be said about the current state of the personal computer industry. Buyer hesitation, the big problem that plagued the first automakers, now haunts the manufacturers and sellers of PCs. And until an industry standard—a "Model T" of the computer world—is established, these kinds of problems will undoubtedly continue.

Tony Wolff, who operates a Santa Rosa, CA, consulting company called ConsumerVision, has been examining the personal computer industry from the inside out to try and find a solution to this problem. ConsumerVision marketers conducted focus groups with potential buyers, manufacturers, and retailers, and the results have been quite sobering. What it boils down to, says Wolff, is a battle between two different variables: the selling process vs. the educational process.

"Computer salespeople feel that they're in a situation analogous to a car salesman having to explain what a car is and teach the buyer how to drive before he can make the sale," says Wolff. "At the same time, they're being told to move the merchandise, which makes them less likely to spend time answering questions from someone off the street. Unfortunately, they [the dealers] tend to see the first-time buyer as something of a nuisance. In fact, in one of our focus groups with dealers, we even heard customers referred to as 'stupid,' as knowing 'nothing about nothing.' It's really a tough situation."

Wolff points out, however, that it is not really all the fault of the


1985: A bad year gets worse

12-month index of PC sales by unit

Mar. 1984 sales = 100 units

Note: Unit sales are shown in relation to Mar. 1984 sales, which are designated with the index number of 100.
Source: InfoCorp's *Retail Channel Tracking Service*
© Sales and Marketing Management

dealers. The manufacturers, he says, are often just as much to blame for alienating the customer.

"In the beginning, manufacturers presumed that they were in a retail business where they were selling, say, a refrigerator that you simply plugged into the wall and turned on. Educating the user wasn't a part of their marketing plan. A few years ago, when we started ConsumerVision, the manufacturers and software dealers were saying that all computers were going to be distributed through discount houses, ComputerLand-type outlets, or Macy's. They thought computers were just another household appliance. As far as service and training were concerned, they were saying, 'Don't talk to consultants; they're going to disappear because nobody's going to pay their prices.' Of course, what has happened is that those consultants have found a real niche for themselves as value added resellers [VARs]. Now the manufacturers are falling all over themselves trying to pay attention to them."

Alan Oppenheimer, director of retail marketing for Data General's Desktop Div., says that while he agrees with some of Wolff's conclusions, most manufacturers always assumed things would get tougher once the first wave of buying had passed.

"Even back in 1982 we were all saying 'Hey, eventually we're going to get a more typical majority of potential users, and that's going to require some new approaches.' The things we were talking about then are the same things we're talking about now, the only difference is that now we have to implement them, whereas a couple of years ago we could just talk about the future."

The one thing that most everyone connected with the industry agrees on is that the biggest problem at this point is that of reaching first-time buyers. What is at the root of their apparent hesitation to purchase? After all, the first wave of buyers made it look so easy. They were the people who were truly interested in the process of computing, the actual learning experience. For them, spending 40 hours learning what the machine could do wasn't an inconvenience. Their natural curiosity drew them to the PC and made them devour the technology as fast as it was introduced. The manufacturers, at least at the beginning, couldn't conceive of a public that didn't share their own fascination with computers. This at least partially explains how they lost sight of the need to educate the average man in the street, to somehow spark that same kind of interest that the first wave of buyers possessed.

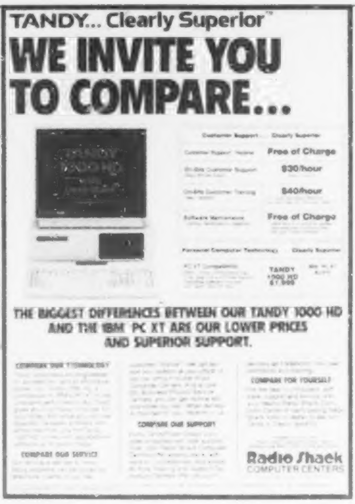
"Since the computers were made by people that enjoyed computers, and sold by people that enjoyed computers," says Wolff, "they just didn't think there was a group out there who wouldn't embrace that learning process. Also, I think that because they were initially so successful, they didn't pay attention. I mean, for two years we were doing thousands of these types of interviews, and we kept hearing people say 'well, I'm just not sure,' and all the quantitative numbers were coming out and the industry people were saying, 'Everybody's going to have a computer in their toilet next year.' Now, I think that the industry is finally getting a little better at recognizing the level of experience—and the level of inexperience—of the person off the street."

The arguments one hears voiced most often concerning buyer hesitation are those of price and capability. Oppenheimer says he can understand the wariness on the part of the first-time purchaser, but he also thinks that too much is being made of this one particular concern.

"At any point in time," he says, "one could make a logical case that if you waited six months, you could either get the same capability for less money, or more capabilities for the same money. That's been the trend throughout the whole history of computers, and I think that's going to continue."

Oppenheimer feels that the real problem to be tackled is one of customer and dealer support. At all points in the selling hierachy, he says, proper training is the key.

"Certainly I believe there is confusion and hesitancy," he says,



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COMPARE OUR TECHNOLOGY

COMPARE OUR SERVICE

COMPARE OUR SUPPORT

COMPARE FOR YOURSELF

Radio Shack COMPUTER CENTERS

Tandy's ad campaign stresses support and training, not capabilities.

"but I think that it is our responsibility to address these problems by providing excellent training to the dealers, merchandising tools to the vendors and the vendor's salespeople, and to communicate in the customer's language, not our own jargon."

To that end, Data General, along with the rest of the big names in the industry, is placing a greater emphasis on service and support. Fred Roeben, administrative advertising manager for Tandy, Fort Worth, TX, says that because of its vertical distribution, Tandy has been able to develop an extensive network of service and support, which it has lately been stressing in its advertising—one of the few companies doing so at this time.

The eighth product

"We highlight it because—aside from the fact that it's real—we feel it gives us a marketing advantage," he says. "We have more than 430 computer centers nationwide, training and support centers in 60 major markets, and a staff of 500 support specialists to answer people's questions. We feel that the assurance that a quality service and support organization is there is a very positive factor in people's decision to purchase."

Roeben sums up Tandy's philosophy concerning this very important marketing angle thusly: "If a company makes seven products, I think you would have to regard service and support as the eighth product."

The closeness with which most companies portray service and support, says Tony Wolff, can sometimes lead them astray when trying to get that point across to the prospective purchaser. Wolff says that service and support, according to his findings, carry two very different meanings for prospective buyers. Of the two, support seems to be more important in the minds of first-time purchasers who are looking for honesty from the manufacturers, not claims of bigger and better machinery. In fact, many of the respondents from the ConsumerVision focus groups consider the main difference between service and support to be the difference between machines and people. "I need service, but I want support," was a sentiment shared by many prospective purchasers, who also referred to support as an "attitude" and a "relationship," something that the manufacturers, says Wolff, would do well to take note of.

"The difference between service and support," he says, "can be described best by some of the imagery used by the people in the focus groups. Service is seen by these people as hard, cold, mechanical, and grey, whereas support was described as warm and caring—an emotional connection."

Wolff also feels that the general air of mistrust that currently surrounds computers can be dealt with through very basic and positive actions on the part of both dealers and manufacturers, but that the manufacturers must make the first move.

"There's no one person to point a finger at," he says, "it's just the dynamics of the business. I think the manufacturers have got to take a pro-active role, because when I buy a computer—even though I buy it from a retailer—I'm buying a brand name machine and I expect it to work. If there's a problem, I can get on the retailer's case, but, ultimately, he has to go to the manufacturer, because that's where his recourse lies. And I think that the opportunity is there for the manufacturers to turn this thing around, to show the customer that they're on his side."

Oppenheimer thinks that ConsumerVision has correctly described today's problems, but also thinks that increased cooperation on the part of vendors and dealers can solve these problems in a very straightforward manner.

"What we've had to do is become more vertical in our marketing. We realize that we have to have solutions that are just right for salespeople, just right for insurance agents. We can't just put out the same solution and expect everybody to benefit from it. I also think that there are other things that we have to do differently.

"If a dealer has grown up in this business by simply running a few newspaper ads and radio spots expecting to be successful, he's going to find out tomorrow—or maybe he found out in 1984—that that approach just isn't going to work. If we're talking about selling serious solutions to the business market, we have to have the kinds of skills that are required. To me, this means more outside selling, it means the right people and the right training, and it means doing things like direct mail campaigns and seminar selling. At this point, we've got to be the trainer, and the dealer has to be the implementer."

Conservative climate

Wolff echoes Oppenheimer's sentiments on this, but he also thinks that the manufacturers have got to reassess their position in the overall scope of the market. And in the current conservative atmosphere, he says, it may not be as easy as making a simple change in marketing strategy.

"As you know," says Wolff, "advertising is the first thing to be cut back in this kind of climate, so it's not going to be easy to get the word out. At this point, you still see the hardware manufacturers not admitting that they don't have a complete product. And they don't have a complete product. They've got a part; they've got a box. But the only way to change people's attitudes is for the manufacturers to get in bed with the software people, get in bed with the trainers, the educators, the dealers—they've got to make a concerted efforted to help the industry sell the whole product."

How to pay national account managers

A National Account Marketing Assn. survey plus actual case histories show that a simple 20% raise doesn't transform a field rep into an NAM.

By GARY TUBRIDY
Vice President
The Alexander Group

A manufacturer of computer systems identified a shift in buying authority in its large multi-location customers. Individual locations or divisions, which had made their own purchase decisions on technical products, were given over to corporate purchasing agents in many or all computer equipment acquisitions. Reaching corporate buyers required a more sophisticated sales approach, incorporating company-wide application planning, volume pricing, and service contracts.

To build relationships with the new buying authority and identify company-wide sales opportunities, the computer company assigned senior level sales representatives to National Account Manager (NAM) positions. Special national account sales strategies and programs were developed for use by NAMs, and they were given open access to corporate marketing resources and policy-level executives. Specific national accounts were identified and complete responsibility for sales volume and associated sales credit was transferred to the NAMs. The newly designated NAMs were, as promised, raised one grade in the company pay scale. In addition, the company kept the NAMs active in the volume-based bonus program it applied to field salespeople. The ingredients for success appeared to be in place. But after one year, the computer company's national account program is floundering.

While a variety of reasons might be identified, a major weakness of this company's national account program is a compensation plan that neither accurately reflects the responsibilities of the NAM job nor pays for performance. Specifically, this company failed to follow three basic rules in NAM compensation:

- Always pay the NAM position significantly more than top field sales positions to attract and retain the talent required to perform the job. In the case above, one pay grade was simply not enough.
- Base incentive payouts on performance measures in addition to simple territory sales volume, which by itself does not accurately reflect NAM performance. Ensure that additional measures account for the long-term as well as the short-term results expected from national accounts.
- Develop a separate and distinct compensation plan to incorporate exceptional NAM performance measures. Ensure, however, that this plan is properly linked with the field sales plan and pays field reps for sales in which they play important roles. In the case above, which is based on actual circumstances, the plan is neither separate nor properly linked to the field organization. As a result, friction between NAMs and field sales is the norm; cooperation is a rare exception.

National account selling is becoming an integral part of the sales organization of the 1980s, and much attention is being focussed on how compensation can be used to attract, retain, motivate, and give direction to the individuals in this critical job. This increased focus led The Alexander Group, a New York City sales consultant, to survey the specific compensation and measurement practices of the member companies of the National Account Marketing Assn. (NAMA). The survey gives an overview of how NAMs are compensated at more than 100 companies in the U.S. today.

National account managers earn total compensation dollars at least equivalent to second-level sales supervisors in most organizations, the survey shows. And, as an NAM's sales responsibility exceeds $50 million, his total compensation usually far exceeds these levels. (See table below.)

Large total compensation packages including high salaries (an average 85% of total income) are required to attract and retain individuals with the talent and skills needed to manage large and sophisticated accounts. Survey results indicate that, on average, an

What NAMs earn

Individual 1985 Sales Volume ($Mil) Range	1985 Salary Through October*	Projected 1985 Salary Full Year	Percent Change 1984–1985	
			Salary	Salary Plus Incentives
Below 25	$47,100	$57,000	8.0%	13.4%
25–49.9	55,600	62,900	9.7	12.1
50–99.9	68,500	73,900	11.0	12.5
100 and Above	81,200	93,200	1.6	2.8

*Survey questionnaires were not mailed until mid-October, 1985. Therefore, salaries in first column reflect amount earned to that date, and figures in the second column show projected earnings for the full year.
Source: "1985 NAMA Survey of National Account Manager Compensation and Measurement" as conducted by The Alexander Group, Inc.

NAM manages four to six accounts, representing more than $40 million in sales, and that all NAMs in a company account for more than 25% of total sales. Some 75% of NAMs responding to the survey said that corporate executives were their primary or secondary account contacts, so NAMs must be skilled in selling at executive levels as well as in purchasing departments. Further, because sales cycles at the national account level frequently last six months, the successful NAM must also have the ability to manage sales resources and activities as well as build customer commitment over time.

Risky plans

Seventy-five percent of the survey respondents paid their NAMs an incentive. By contrast, fewer than 70% of respondents to a similar survey conducted by NAMA in 1983 used incentives. Also, respondents paid an average of 22% of base salary in incentives in 1985, while the average incentive payment in the 1983 survey was less than 17% of base salary. While 20% of base salary may not seem risky in some field sales plans, the dollar amounts involved are large given the high NAM salary levels. In fact, 20% of the weighted average salary of $65,000 yields a sizable $13,000 incentive opportunity. However, as a percent of salary, NAM bonuses do not often exceed 30%. A high fixed portion of total income must be maintained to reflect the importance of building strong account relationships and preserving the business base.

Measures of NAM performance will differ significantly from the simple territory sales volume measures used in field sales for two reasons. First, sales volume alone is not a complete performance indicator in a job where success depends on skilled management of lengthy sales cycles and nurturing of account relationships. Therefore, NAM performance is most effectively judged through a combination of both quantitative and qualitative measures. Survey results indicate that qualitative, or subjective, measures are used in more than 90% of NAM incentive plans. In 50% of these plans, qualitative measures are of *equal* or *greater* weight than quantitative mesures. Such qualitative measures of performance are most frequently developed on the basis of specific account objectives. Objectives frequently cited in the survey included development of individual account plans, effective execution of those account plans, development and maintenance of quality account relationships, and control and coordination of the field sales team in selling and servicing the account.

Second, in a sales environment where failure in one account alone can cost millions, territory sales results are far less critical than *individual account* results. Therefore, individual account goals as well as territory goals must be emphasized. Significant success at one account should not be allowed to offset failure at another; the measurement system must emphasize the importance of individual accounts. Effective NAM measurement systems will therefore track quantitative indicators of sales performance at the account level. Frequently cited performance measures tracked at both account and territory levels include incremental sales volume, relative share of sales, product mix, and gross margin.

Consistent with multiple qualitative and quantitative measures of performance, well-designed NAM compensation plans need to incorporate two or more incentive payout schedules to recognize results against the different performance measures. Survey results indicated that more than 90% of the responding companies base their NAM incentive payments on at least two measures. Survey results also indicate that between 25% and 75% of incentive pay opportunity for NAMs can be earned on the basis of sales volume results. This portion of the incentive is most often a bonus paid on the basis of sales volume relative to an assigned quota. Quotas and associated bonus payout schedules will frequently be developed for both total sales volume and sales volume at individual accounts. For purposes of bonus payments, NAMs are often ineligible for payments of any sort until a set number of their accounts (five of six, for example) reach their assigned sales quota. Bonuses, rather than commissions, are used to recognize the importance of both sales maintenance and sales growth.

The balance of the incentive opportunity is allocated to qualitative measures of sales performance. This portion of the incentive is always paid out in the form of a bonus. The most effective qualitative bonus systems pay out on the basis of performance against predefined account objectives. Such objectives can be weighted equally, or in order of importance. They do not generally exceed two or three per account. This portion of the incentive can be an important management tool to focus NAM activities where they are most needed.

Credit splitting

Effective NAM incentive compensation plans must also motivate and reward NAM cooperation and coordination with field sales. The most successful plans accomplish this in one of two ways. One approach is to "split" sales credit and bonuses between NAMs and field sales so that each will gain by working together to build and close sales. This split may be decided through management judgment, or through a predefined formula. In order to minimize administration and possible inequities, some companies automatically duplicate sales credit between NAMs and field sales where joint efforts are required. Surprisingly, less than one-third of the companies surveyed used credit splitting to help coordinate NAM and field sales reps. Not surprisingly, three quarters of respondents indicated an immediate need for better tools and techniques to manage and work with field sales in national account selling efforts.

In situations where qualitative bonuses are used and sales credit is not directly assigned to NAMs, a second incentive approach can be used. In this approach, a specific NAM objective to manage the sales team can be developed. The extent and effectiveness of NAM coordination with field sales can be tracked on a sales project basis by field management. Assessment of NAM performance against this objective would then be used in determining the bonus payout.

The following case histories, based on actual events, illustrate the importance of the NAM compensation plan to the success of the national account sales program.

CASE 1

The situation

Consider the case described in the opening of this article, in which a leading computer manufacturer took NAM compensation for granted by not offering a sufficiently large salary differential to this special position, carrying over the field sales bonus program without major modification, and giving the field no incentive at all to work with NAMs.

As a result, this program never really got off the ground. The small salary differential between the NAM and field sales jobs was not enough to recruit the kind of talent needed to do the job. The most qualified candidates preferred to stay within the field organization and await promotion to management. Those who were attracted by the NAM compensation package lacked the account management skills necessary for successfully selling national accounts. Further, friction with the field, caused by the elimination of national account sales credit, resulted in poor sales coordination and decreased penetration at several critical accounts.

The solution

This company needs a compensation plan that will:

- Attract NAMs with better account management skills
- Direct and encourage account management behavior
- Encourage the field sales organization to support national account sales efforts.

A more significant increase in base pay for NAM positions yielding at least a 40% to 50% premium over field sales jobs would help attract the right talent. The NAM bonus program should also be differentiated from the field sales bonus plan. To provide greater job clarity, specific account objectives should be identified and 25%–50% of the bonus payment should be based on the extent of their achievement. Finally, duplicate or partial credit for national account sales should be provided to field sales to reward and encourage participation in and support of NAM sales efforts.

Compare the previous case to this one, where incentives were used as an effective management tool in launching a successful national account program.

CASE 2

The situation

A large health and beauty aids manufacturer, noting the trend toward consolidation in the retail industry, formed a national account organization to sell and service headquarter locations of large retail chain accounts. Six positions were established to manage nearly 40% of the existing sales volume. These positions were assigned a job grade equivalent to second-line sales managers. Targeted compensation levels were therefore, 40%–50% higher than senior sales positions. In addition, the NAM bonus program was separated and differentiated from the field sales plan. NAMs were offered significantly more (30%) bonus opportunity than the senior sales rep position. Further, 40% of the bonus was paid on the basis of account objectives. These objectives were clearly identified at the beginning of each year and reviewed quarterly. Finally, field sales continued to receive credit for sales at national accounts. Duplicate credit of 50%–100% was awarded to the field, depending on the account and the field role in closing and servicing the sale.

The difference

After two years, this national accounts program is viewed as a major success. The high relative total compensation opportunity was sufficient to attract individuals qualified to manage large national customers and complicated sales programs. Further, the bonus program was capable of rewarding specific account objectives such as penetration, product mix, and major competitive win-backs. Lastly, continued field participation in national accounts sales credit resulted in a close working relationship between NAMs and field reps and improved penetration of accounts on a national basis. National account sales volume continues to grow and the NAM job has evolved into a prestigious and sought-after position in this company. While no compensation plan can take complete credit for a successful sales program, this plan had a notable positive impact by providing management the tools to attract talented individuals and reward performance.

Conclusion

In the final analysis, it is clear that effective NAM compensation plans are neither overrides nor extensions of field sales plans. Rather, effective plans are customized to reflect both strategic sales objectives at large accounts and the special nature of national account selling. Survey respondents, however, indicate that such plans are the exception, not the rule. When asked which elements of their overall national account program were most in need of change, more than half of the survey respondents identified two specific categories: performance measurement systems and compensation plans. Considering the importance of these two elements in preserving and growing business at accounts that can singularly affect the company bottom line, this response is disturbing. It may be time for top sales managers to re-examine NAM compensation plans to ensure that they are tools, not roadblocks, to effective selling at these critically important accounts.

Gary Tubridy *is the New York City managing principal of The Alexander Group, a sales and marketing consultant that lists Burroughs, Coca-Cola USA, and Federal Express among its clients. He also spent four years as a large account marketing rep for IBM.*

nations, and can try out different assumptions."

Karash sees AI being used as "an expert support system which leverages talented staff people, rather than seeking to replace them."

Marketers who use PCs form a club

Unable to get help from her company's electronic data processing department on marketing applications, market researcher Gayle Kaplan did what the computer fraternity loves to do: She formed a user's group. Market research manager at Deltak, a Naperville, IL., computer training firm, Kaplan recently organized the PC Users Group for Marketing Professionals.

"I use PCs a lot," she recalls, "and once I learned the basics of spreadsheet and database management software, I looked for marketing applications to run with them. Because my needs were very specific, data processing professionals could not offer much help. Knowing the computer industry is filled with user groups, I decided to form one for marketing people where we could exchange experiences and help each other on common problems."

Of the 30-odd founding members, two-thirds are from the Chicago area, the rest from such faraway locales as New York, New Jersey, and California. The group holds monthly meetings and last month published the first issue of what will be a monthly newsletter. Subjects to be covered at future meetings include graphics, statistical software, database management, and networking of PCs to each other and to mainframes. Dues are $10 a year.

Readers interested in joining the group or starting groups in their own areas, can contact Kaplan at Deltak, 1751 W. Diehl Rd., Naperville, IL 60566; 312-369-3000.

PC prospects modestly upbeat for 1986

The unsure outlook for PC sales is mirrored in the spread in gains forecast for the industry by the leading computer research firms, which were polled by S&MM last month. Overall, a consensus 15.4% increase in unit shipments to the U.S. market is predicted for 1986, a

As the total PC market recovers . . .

Research Firm	Units Shipped (Mil.) 1986	1985	% Gain
Future Computing	9.2	7.3	+26.0%
Dataquest	8.2	7.6	7.9
InfoCorp	7.3	6.0	21.7
International Data Corp.	7.0	6.4	9.4
Software Access	6.2	5.7	8.8
Yankee Group	6.2	5.2	19.2
Averages	7.35	6.37	15.4

. . . business sales will outpace . . .

Research Firm	Units Shipped (Mil.) 1986	1985	% Gain
Future Computing	4.4	3.4	+29.4%
Input	4.0	3.4	17.6
International Data Corp.	3.6	3.0	20.0
Software Access	2.6	2.3	13.0
Averages	3.65	3.03	20.5

. . . the lagging home market

Research Firm	Units Shipped (Mil.) 1986	1985	% Gain
Future Computing	3.9	3.2	+21.9%
Link Resources	3.9	3.3	+18.2
Software Access	3.6	3.4	+5.9
International Data Corp.	2.5	2.7	−7.4
Averages	3.48	3.15	+10.5

Note: Each firm has it own criteria for the PC market; some, for example, do not include hand-helds, others do.
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healthy turnaround from last year's 3% decline. However, while three firms look for runups in the 19%–26% range (see table) a second trio expect gains in a more conservative 7.9%–9.4% range.

Business market gains will significantly outpace the home market, spurred by new products, but a cloudy capital investment picture poses a big question mark. Dollar volume will rise to $20.9 billion, 17.4% more than last year.

BYTES

- PC Dossiers, the software program for managing information about people, has been enhanced with merge functions that enable users to combine it with popular word processing and spreadsheet programs, says, president Kathryn Kesler, Champaign Systems, Oak Park, IL. Called version 1.1, it costs $245.
- A version of its Sales Activity Manager turnkey system has been configured for AT&T's 3B1 PC series by Brock Control Systems, Atlanta. Combining voice/data terminals, a multi-user computer, and Unix-based software, the program can be used by companies with as few as four salespeople, says president Richard Brock, adding that costs average $3,500 per workstation.

SALES PROMOTION

By ROBERT J. PETISI

Holidays make for red-letter promotions

Everyone likes holidays. They represent a day off from the rigors of work and, more often than not, are the occasion for a party or celebration. For marketers, holiday-themed promotions are premium events that enhance a product's positioning and image in the minds of the buying public. More important, they provide a platform that moves merchandise!

That is because Americans stock up on grocery products during holiday periods, which generally fall into two categories. First, there are the traditional ones, such as Christmas, Memorial Day, the Fourth of July, and Labor Day. Then we have special festivities that have grown up around such sporting events as the Super Bowl, World Series, Kentucky Derby, and Indianapolis 500.

Harking to the adage, "Throw out your line when the fish are biting," marketers design holiday promotional activities for the following reasons:

- High consumer purchase and usage patterns during a holiday.
- Heavy trade allowances by manufacturers during a holiday sell-in encourage the trade to feature price deals and build end-aisle displays.
- Trade acceptance of in-store displays supports secondary selling and impulse buying.
- Heavy competitive advertising and promotion stimulates the consumer's attention to an offer.
- During a holiday period, Americans get together for family parties. Because of this, they stock up on food and beverages. Planned purchases are usually augmented by impulse items that are on sale or are in a feature display position. This buying pattern usually leads to over-purchase by the consumer and swift sales for the trade and manufacturer.
- Heavy holiday consumption stimulates sales promotion activity in the trade. Sell-in by manufacturers is supported by a trade allowance that normally facilitates a sale event, end-aisle product positioning, and feature point-of-sale display.
- Feature displays, especially end aisle, are a must today for high volume in-store sales. Impulse buying is enhanced even further by specially priced merchandise. The trade deal, the feature display, and

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■ B. Data entry
■ C. Programming
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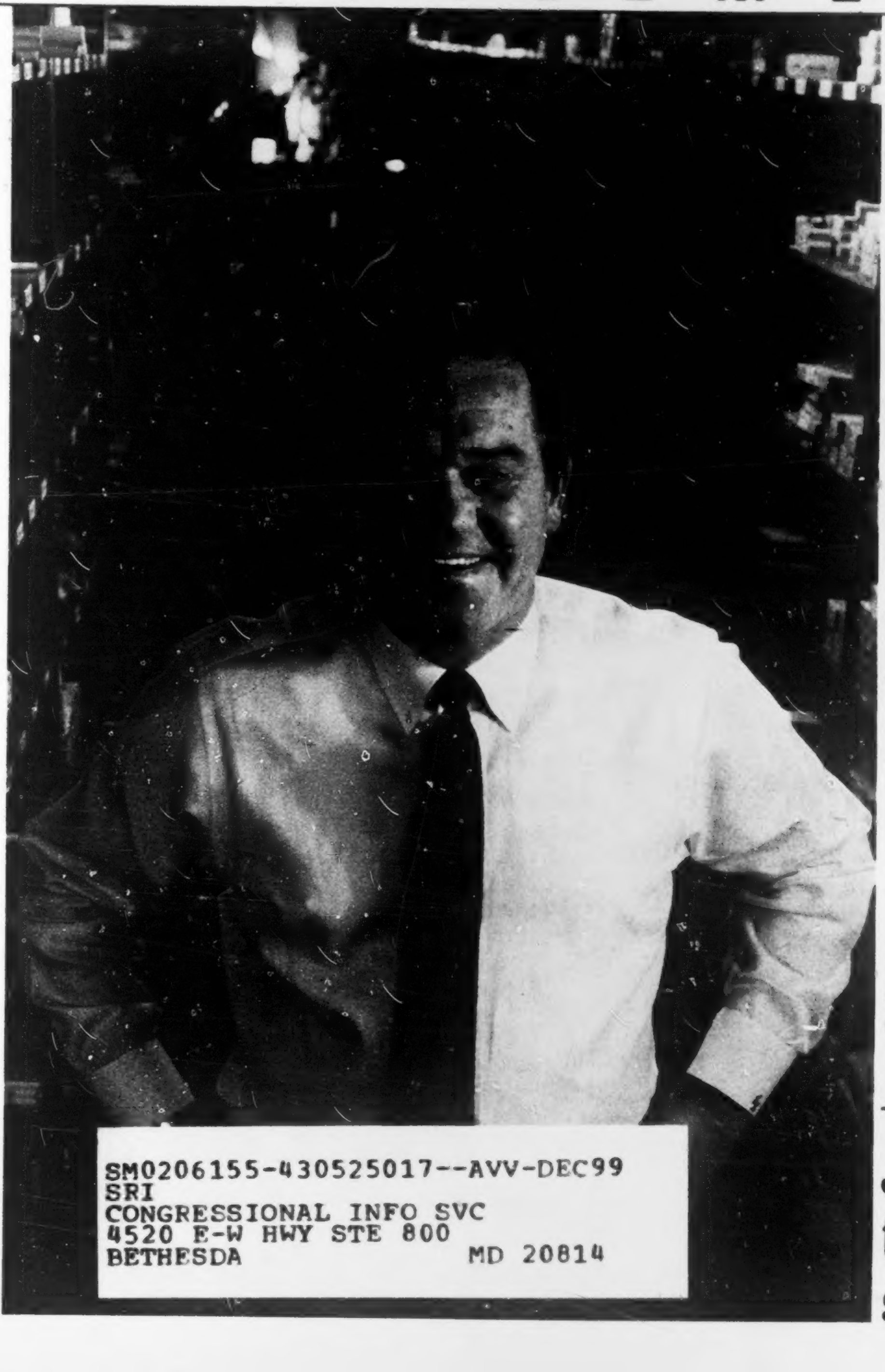

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Could this man be the cutting tool industry's Iacocca?

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John Houseman, the commercial success

S&MM

Established 1918

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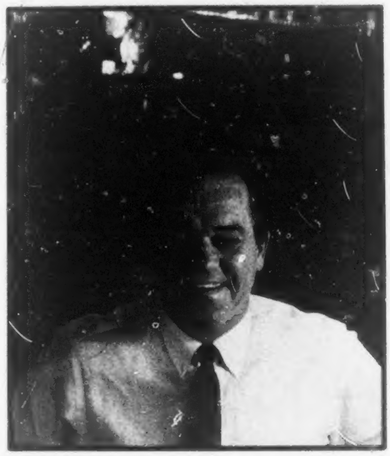

Cover:

Jim Lambert felt the only way to save 122-year-old Morse Cutting Tool was by making over the old-style, conglomerate-run organization into a modern sales and marketing oriented company. How did he do it? By rebuilding the company's image Iacocca-style. Lambert's tale of trials and tribulations begins on page 38.

VOL. 136, NO. 2 **S&MM** **Sales and Marketing Management** (ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone 212-986-4800. Copyright © 1986 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $36. Canada, $50 (U.S.) Foreign, $65. Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to Sales and Marketing Management, Subscription Service Department, P.O. Box 1024, South Eastern, PA 19398-9990. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn.

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BROKER RELATIONS

Lorraine Cheese plays fair

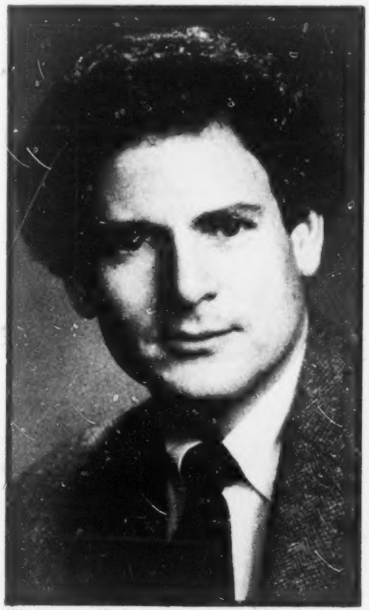
Les Weil vividly remembers calling one of his food brokers to give him the news. Lorraine Cheese, the $14-million St. Louis company that Weil co-owned, was being acquired by $500-million Universal Foods, Milwaukee, and would become part of Universal's cheese division. "There was silence on the other end of the phone," Weil says, "but I knew what he was thinking. Would he lose the account? What would happen to the business he had spent five or six years building?"

Weil knew that such questions would be in the minds of all 35 of Lorraine's brokers. After all, they had seen what had happened in such situations at other companies. Thus he got Universal's management to agree to delay announcing the acquisition in industry papers until he had time to call each broker personally. His message: "We're not turning the business over to other people and leaving you high and dry."

What Weil did was "unique," says Jim Effinger, president of Effinger Brokers, Cleveland. "Our industry operates on a 30-day contract. Either party can terminate on 30 days' notice." But Weil told him, he says, that there would have to be mutual agreement before Universal could remove any of Lorraine's established brokers. "I've never heard of this in our industry," he says.

Lorraine's specialty and low-sodium natural cheeses are sold to supermarket deli departments and specialty food stores in all 50 states. Weil, who is now vice president, sales and marketing, for Lorraine, says his broker network deals with "every major supermarket chain in every major market in the country."

Eventually, three Lorraine brokers were dropped because of product-line conflicts, but that was four to five months after the acquisition agreement in January 1985. In San Francisco, for example, "my broker was a major factor in the market," Weil says, "and head-to-head with Universal." He says that



Weil says fair treatment of brokers is "an investment for both sides."

S&MM SALESGRAPH

Pressure for sales automation to intensify sharply

Between now and 1995, marketers will be under the gun either to boost sales force productivity significantly or to rely more on alternative selling channels. That's the main implication of the federal government's newest set of economic, labor force, industry employment, and occupational employment projections.

According to the Bureau of Labor Statistics' Economic Growth and Employment Projections program, the number of sales workers in manufacturing industries will increase 4.0%, 9.3%, or 13.9%, between 1984 and 1995, depending on whether the general economy is in a low-, moderate-, or high-growth mode.

However, over the same period, manufacturing output (in terms of 1977 dollars) will expand considerably faster. Shipments will rise 18.6% in a low-growth economy, 26.4% in a moderate-growth economy, and 39.2% in a high-growth economy.

The discrepancy in growth rates implies that the average sales worker will have to handle 14% more business by 1995 in a low-growth economy and as much as 22.3% more in a high-growth economy.

The crunch is on

		1995			% Increase		
	1984	Low	Moderate	High	Low	Moderate	High
Sales workers/ manufacturing (thous.)	547	569	598	623	4.0%	9.3%	13.9%
Manufacturing output ($bil.)	$809.4	$959.6	$1,023.1	$1,126.7	18.6	26.4	39.2
Output per sales worker ($mil.)	1.479	1.686	1.711	1.809	14.0	15.7	22.3

Source: Bureau of Labor Statistics, Economic Growth and Employment Projections program.
*Sales and Marketing Management.

Voice mail tackles bigger jobs—like order entry

Computerized voice mail is being expanded beyond its traditional role as a solution to telephone tag problems. Microtel, New York City voice mail outfit, is building a system that will automate the order entry function for a beverage wholesaler who has 60 salespeople in the field.

Microtel president Jim Hoback says the wholesaler's reps phone in their orders daily between 1:00 and 4:00 in the afternoon. Their calls are written up by three telephone salesclerks who then give the orders to three assistants who, in turn, key the data into the wholesaler's mainframe.

Customized software written for Microtel's newest product, Micro-Talker IV, will enable the reps to "talk" their orders via touch-tone phones directly into the mainframe. When a salesperson calls in, voice prompts will guide him through the order-taking sequence. The computer first asks for the rep's identity number, then the customer's account number, and finally a product's code and quantity. After quantity of the order for one product is entered, the computer asks, "Is this the end of the order?" If the rep answers "No" by tapping the "1" on his phone, the computer asks for the next product code. If he answers "Yes" by tapping the "2," the computer signs off.

Hoback says the wholesaler will probably retain one or two of the salesclerks after the system is installed because "15 percent of the orders are phoned in by customers," and he "wants to maintain a personal touch in dealing with them." Aside from its labor-saving advantages, Hoback adds, the system promotes greater accuracy because "there are fewer hands involved in getting the order into the computer."

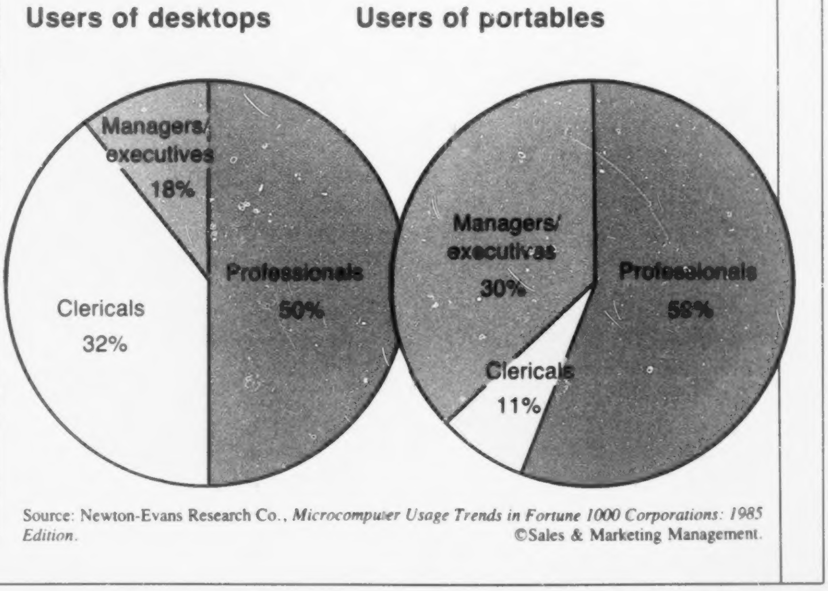
The Micro-Talker IV that is the system's centerpiece accommodates 4 ports (telephone lines), has nine hours of storage capacity, and uses an 80MB hard disk, Hoback says. Cost of the system is around $19,800, which is quite an increase from the $695 price of Microtel's first product, the Micro-Talker I, a 1-port unit.

Hoback says he's sold 340 systems since shipments started last October, and estimates at least half are used in the sales area. "I spent a lot of years in sales and marketing," he says, "and there's nothing more frustrating to a sales rep in the field than making multiple phone calls just to get a simple answer or try to reach your manager. It's hard to quantify how much time can actually be saved with a Micro-Talker, but if only 20 minutes a day per user can be saved in redialing and telephone tag, that translates to an average $3,000 a year saving."

Hoback's next project will be linking a Micro-Talker to a mainframe's electronic-mail software system. Voice memos would be sent to and received by any IBM PC/XT on a system network, with mainframe storage used to hold the voice data.

Who uses PCs and portables

Almost three out of five users of portable PCs in Fortune 1000 companies are professionals, according to a survey by Newton-Evans Research, Ellicott City, MD. The professional category includes salespeople, researchers, analysts, administrators—"those who work primarily with information and need access to a computer," says Newton-Evans president Charles Newton. Interestingly, managers account for a bigger proportion of portable-users than of desktop-users. That's because "they travel a lot and want to plug it in and find out if any electronic messages are waiting for them," Newton says. "They also like to take work home with them."



Users of desktops **Users of portables**

Source: Newton-Evans Research Co., *Microcomputer Usage Trends in Fortune 1000 Corporations: 1985 Edition.* ©Sales & Marketing Management.

Truck deregulation spurs computer usage

Computerized value-added services will become an integral marketing tool in the transportation industry as competition intensifies in the wake of deregulation, said Douglas M. Slack, vice president of sales, Ryder Truck Rental, Miami. Addressing an American Marketing Assn. conference, Slack said his company makes increasing use of the computer to improve its own efficiency as well as that of its customers.

Computer modeling, he explained, allows Ryder sales representatives to analyze a prospect's transportation needs and provide him with a detailed financial analysis on the benefits of leasing compared to ownership, or leasing from Ryder as opposed to a competitor. Ryder also makes available to customers software packges that help them plan shipping routes and schedules as well as identify—by longitude and latitude—the most economic location for a new terminal or warehouse.

"A 'Share-the-savings' program that computes miles-per-gallon performance saved our customers about a half-a-million gallons of fuel last year," Slack said, "and we expect the total to exceed 1 million gallons this year.

"The program would not have been possible without computerization," he added.

Audiovisual dealers sell PCs

More than one-fourth, 26%, of the dealers who specialize in audiovisual materials are selling microcomputers, according to a survey by the International Communications Industries Assn. (formerly the National Audio-Visual Assn.). However, indicative of their recent entry into the PC marketplace, only 12% of the dealers cite micros as a principal product accounting for 50% or more of the overall sales. In contrast, 69% cite AV products as a principal product, with 32% singling out video products, and 31% photographic equipment.

Dramatic shifts in where businesses will buy PC software

Distribution Channel	1984 %	1984 $ Mil.	1990 %	1990 $ Mil.
Computer retail	53%	$1,170	22%	$2,400
Mail order	20	440	40	4,300
Value-added reseller	10	220	20	2,200
Software-only store	5	110	3	300
Direct	2	44	10	1,100
Other	10	220	5	500
Total	100%	$2,200	100%	$10,000

Note: Details may not add to totals due to rounding.
Source: Input.

PC users in business offices will strikingly change the ways in which they buy software. Projections by Bonnie Digrius, software research director at Input, Mountain View, CA, indicate that, in reaction to persistent high prices, users will buy proportionately more product directly from vendors as well as mail order houses. VARs (value-added resellers) will also score above-average growth because they customize packages for vertical markets. Retail outlets, such as computer specialty stores and software-only stores, will suffer steadily decreasing market shares.

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PCs, small business, and consumer goods marketing

Marketers and retailers of PCs bristle at the suggestion their industry is taking on the traits of consumer goods marketing. But PC vendors have adopted the more obvious traits of consumer selling. Regis McKenna, the well-known Silicon Valley consultant, notes, "Consumer product techniques such as mass advertising and mass promotions have been used in an attempt to 'turn the market on.' "

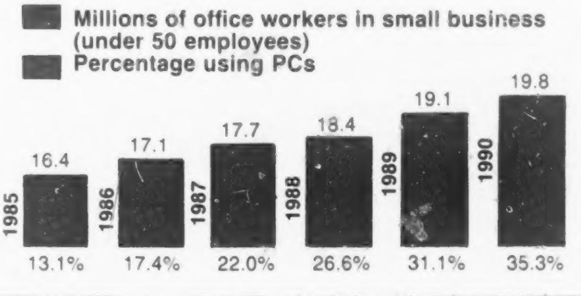
What this demonstrates is that PC vendors are preoccupied with marketing tactics at a time that more emphasis must be placed on the marketing strategy that precedes such tactics. Too often, when a PC vendor trots out a new product, he says it's designed for small businesses. But even in a mass market, all sales are local and not all prospects are alike.

PC vendors should take some of the funds committed to mass advertising and use it to educate resellers on such things as market segmentation. Small businesses as such are an amorphous target, but segmenting them according to geography, size, and type of business gives the resellers more meaningful answers to the perennial "Who is the market?"

For example, according to the latest *County Business Patterns* series, there were 5.3 million establishments in 1983, of which 95% had less than 50 employees. The four vertical industries with the highest PC penetration among office workers, according to Future Computing, are banking/finance, with 46%; insurance, 37%; real estate, 34%; and manufacturing, 33%.

Even within these industries the importance of small establishments varies greatly. Establishments with less than 50 employees account for 82% of all manufacturing units, 89% in banking, 90% in insurance, and 99% in real estate.

PCs in offices of small businesses



Source: Future Computing
Sales and Marketing Management

One reason why PC sales were disappointing in 1985, observes John A. Young, Hewlett-Packard president, is because "all the easy sales have been made." If PC resellers are to carry the burden of making the hard sales to small businesses, they will need more market information from their vendors, who have the resources to develop such information. In the consumer goods industries, it was the producers who carried out the basic market research for the benefit of their distributors.

Ads for mutual funds attract the SEC's ire

The selling season is here again for individual retirement accounts, the time of year when the booming mutual fund industry racks up a good chunk of its annual sales ($10.5 billion last year). But the Securities and Exchange Commission believes the market may be fuelled in part by misleading advertisements.

The SEC's first salvo on the subject was fired recently in a stern warning to the Washington, DC-based Investment Company Institute (ICI) by Kathryn McGrath, director of the Division of Investment Management. "You can hardly expect us to sit back and ignore some of the doozies [your] marketing people have come up with," she said. "Some existing fundraising activities are horrid and must be stopped." Some of her complaints:

- Funds that invest heavily in stocks should be barred from advertising annualized yields that are based on short-term returns. Only their current returns for the last year should be promoted.
- It is misleading for certain unit investment trusts that have fixed portfolios of bonds to advertise "stale" estimates of their current yields.
- Other trusts should make it clear that their portfolio value is subject to credit and market risks, including fluctuations in interest rates and defaults by bond issuers.

McGrath said the SEC wants the industry to adopt standards that would include a uniform method of calculating yields just as money-market funds have done. "If you read these ads, you get the impression there are 50 funds out there that are number one," she railed.

ICI's general counsel, Matthew Fink, says the problem is not one of abuse but simply the numerous legitimate ways of calculating yields that have to be dealt with.

FEBRUARY 17, 1986 A BILL PUBLICATION THIRTY-FIVE DOLLARS

1986 Survey Of Selling Costs

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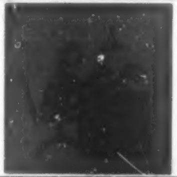

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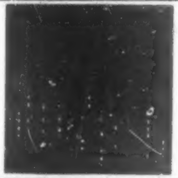

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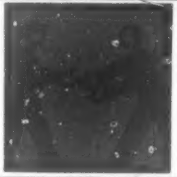

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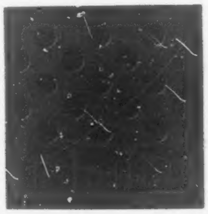

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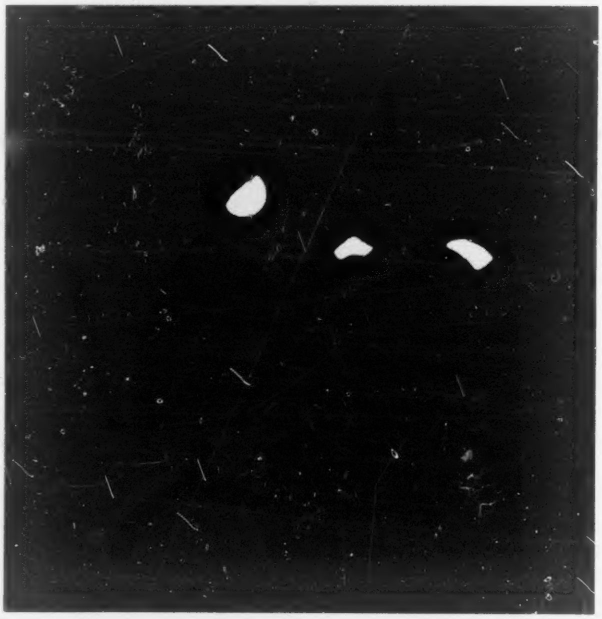


Survey of Selling Costs: Onward and ever upward

Along with its data on compensation and metro area expenses, this year's SSC reports a 28.9% increase in the cost of making a sales call, all the way up to $131.40.

By RICHARD KERN,
Editorial Director, S&MM Surveys

Sales and Marketing Management's Survey of Selling Costs, now in its fourteenth year, has always made a concerted effort to provide its readers with the statistics they need to make better decisions concerning the efficient operation of their sales force. Information on compensation and incentive plans, sales support, transportation costs, and meeting expenses has accompanied our primary listings of metro area selling costs that show meal, lodging, transportation, and other pertinent figures for 86 major U.S. markets.

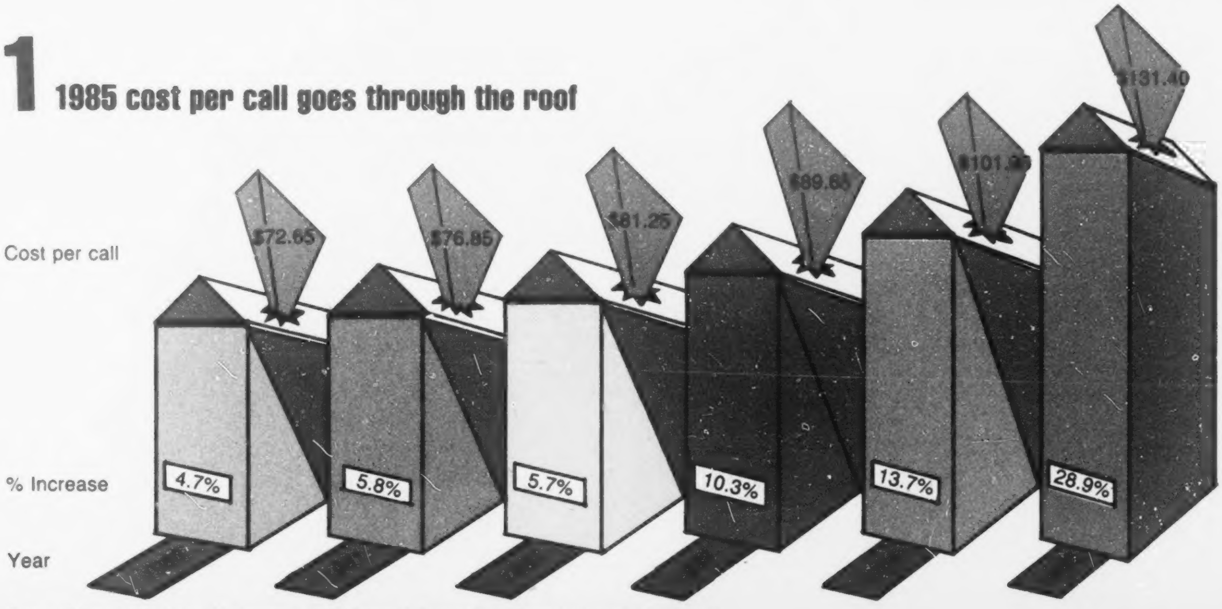
This year, we lead off with the news that the cost of a sales call, after breaking the $100 mark for the first time last year, has gained nearly 30%, charting at just over $131 for calendar 1985. After annual increases of less than 15% in 1983 and 1984, this figure becomes even more important as an indicator of what may be in store for selling costs over the next five years. S&MM's cost-per-call (CPC) figure is an across-the-board representation of the average cost of making a sales call, calculated across a range of five different types of salespeople for consumer, industrial, and service companies. Other cost-per-call estimates, most notably those published by Dartnell, McGraw-Hill, and Cahners, are typically higher than those recorded in the *Survey*. In most cases, the stricter definitions involved in S&MM's methodology—such as limiting data to those titles below the level of regional or district manager, as well as including service companies in our calculations—are a major contributing factor in the presentation of what we feel is a more accurate assessment of these costs.

Another piece of *Survey* data that gets heavy use from marketers and budget planners is S&MM's patented Selling Cost Index. The SCI shows the overall increase (or decrease) of projected on-the-road sales expenditures over the last 14 years. Beginning with basic costs for a typical five-day week in the field in 1972, a metro-market average covering the three basic expenditures—meals, lodging, and auto rental—has been calculated from the 86 major metro markets listed in Section II. This index allows sales executives to chart the annual rate of increase in these basic costs, with the 1972 total acting as a base (1972 = 100). Last year, a typical week in the field cost a salesperson $726.23, a 190% increase over 1972's $250.45. Individual breakouts for the three component costs are also listed, giving marketers an opportunity to see which areas offer the greatest potential for cost cutting measures.

The third major component of the

(continued on page 12)

1 1985 cost per call goes through the roof



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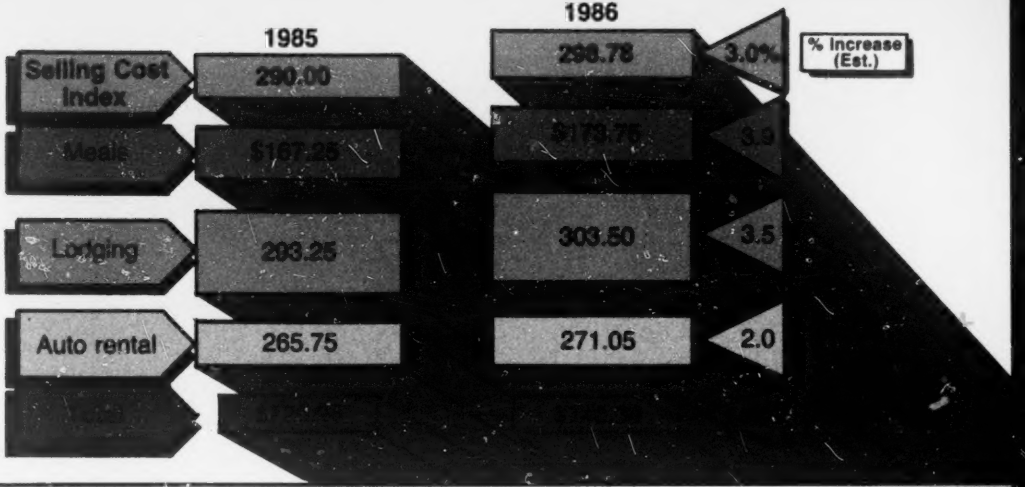
2 S&MM's projection of 1986 Selling Cost Index (SCI)



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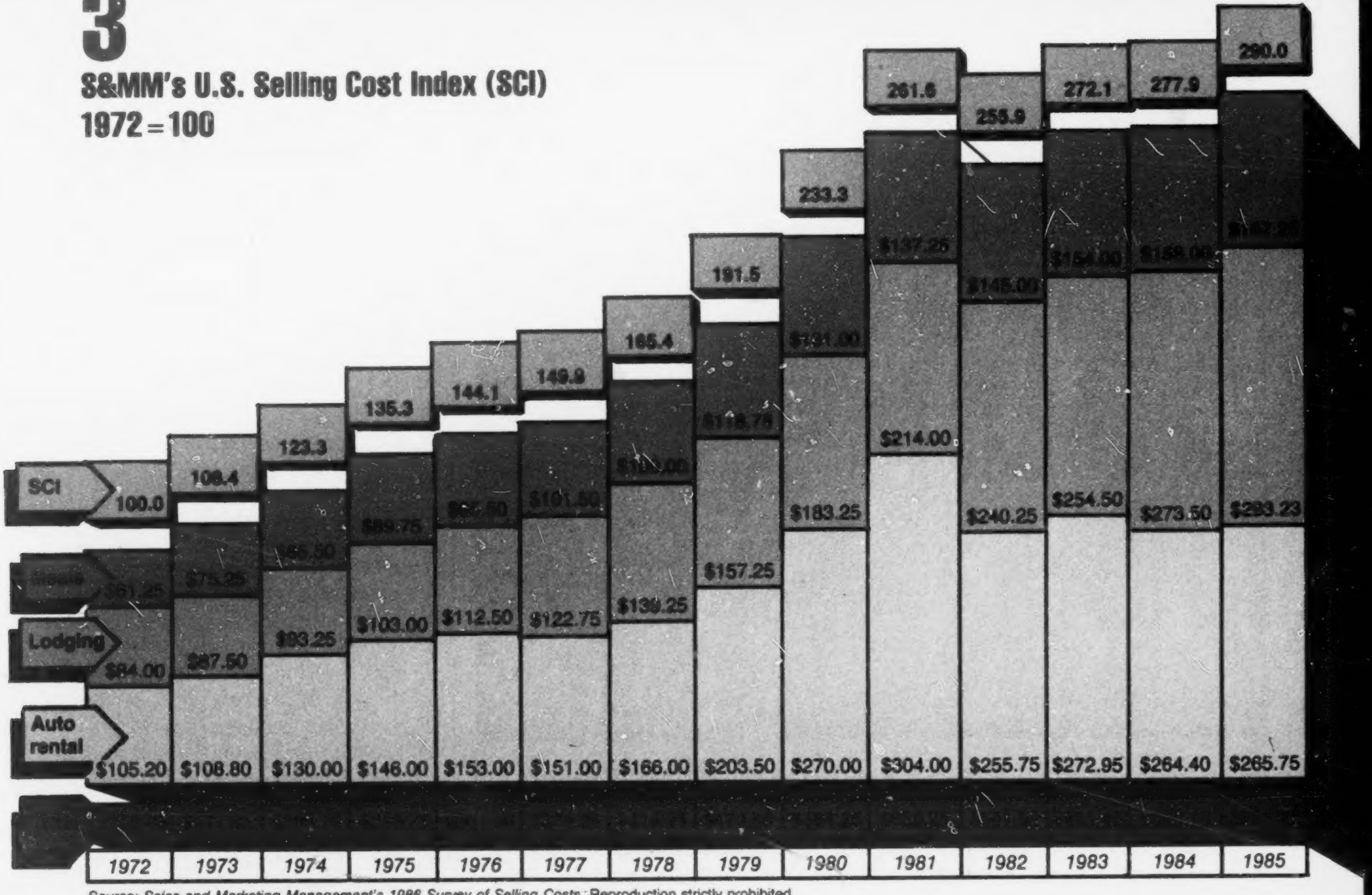
S&MM's U.S. Selling Cost Index (SCI) 1972 = 100



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Comments on U.S. Selling Cost Index

The 1985 SCI increased a modest 4.3%, lower than our projected rate of 5.1%, but well ahead of the small 2.1% in 1984.

While meals increased (5.8%) slightly faster than had been projected (4.9%), the increase doubles 1984's increase of only 2.6%. Lodging, on the other hand, increased 7.2%, down from last year's 7.5% increase.

The car rental component was virtually unchanged, increasing a minute 0.5%. However, data was again unavailable for 17 out of 86 Metropolitan areas.

The **Selling Cost Index (SCI)** is calculated by "costing out" a typical five-day week for a salesperson based on the 86 metropolitan markets profiled in Section II (page 36). Sales expenses are computed for the three basic costs: **Meals** (including two drinks a day), single-room **Lodging,** and **Auto Rental** plus mileage and gasoline for 250 miles. Taxes are not included, since they vary too widely between markets (see Table II-3, page 52). Also excluded are intercity travel costs—air, rail, and bus—because they don't occur as often as the regular SCI cost factors.

An 86-market average is computed for each SCI component, and the three resultant figures are added, producing an overall U.S. total.

SURVEY HIGHLIGHT **Cost per call by type of salesperson**

Type Of Salesperson	Median 1985 Cost Per Call	% Change 1984-85	% Change 1983-84	1975-85 Annual Rate
Account representative	$108.45	+25.9%	+12.8%	+ 9.9%
Detail salesperson	46.50	− 2.1	+13.9	+ 9.7
Sales engineer	145.75	+22.5	+12.7	+10.3
Industrial products salesperson	75.55	−13.8	+10.5	+ 9.1
Service salesperson	56.70	−13.8	+17.4	+ 9.1

Note: Median 1985 cost per call is calculated from the data in the four cost-per-call tables on page 27. It is developed in this manner, with Account representative data serving as an example: (1) Lowest direct sales costs ($31,467) divided by highest number of calls (1,140) equals $27.60. (2) Highest direct sales costs ($71,933) divided by the lowest number of calls (380) equals $189.30. (3) To arrive at the midpoint of the two cost-per-call averages, add them up ($216.90) and divide by 2, which results in a median $108.45. All figures are rounded to the nearest nickel. Wide variations between years reflect changes in the organizations that reported data.

Source: *Sales and Marketing Management's 1985 Survey of Selling Costs.*

Survey's feature section is the Sales Call Efficiency Index (SCEI), which allows the formulation of individual cost-per-call figures that are weighted according to specific market characteristics. For example, a simple calculation that divides the number of sales calls per year into total costs without considering questions of local price differences and/or territory layout does not provide a fair representation of individual salespeople's performance. By using this formula, a more equitable appraisal of per-call costs by territory can be made.

In an effort to make this year's *Survey of Selling Costs* easier to use, the major up-front features of the *Survey* have been numbered for greater visibility. Tables showing the aforementioned indexes and the cost-per-call figures, as well as the SCI forecast, the Canadian SCI, our information source listings, and sales cost budget data, have been labelled as follows:

1. Cost Per Call (CPC)
2. 1986 SCI projection
3. Selling Cost Index (SCI)
4. Canadian SCI
5. The five types of salespeople
6. Information please (a list of *Survey* contributors).

In addition, Survey Highlights showing such things as the top 10 high-cost and low-cost markets and cost-per-call figures by type of salesperson are interspersed throughout the *Survey's* editorial features, giving marketers an idea of the type of in-depth coverage the *Survey's* data sections provide.

The questions posed by budgeters and managers concerning the more cost-conscious operation of their sales force grow more numerous every day. The distillation of data contained in *Sales and Marketing Management's Survey of Selling Costs* can go a long way toward answering some of these questions, providing statistics and information in a consistent format with the sole aim of making sales force operations less costly and more efficient. Armed with the data from the *Survey*, both salespeople and sales managers can make the great leap forward into today's more expensive selling climes with increased confidence in their abilities to successfully manage costs. S&MM

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What Properly Constitutes the "Cost of Selling"

The following article is reprinted from the July 1919, edition of *Sales Management* magazine, as *Sales and Marketing Management* was then known. As part of our continuing series of historical pieces from the back pages of S&MM, we offer J. George Frederick's article examining the cost of selling as it was viewed some 67 years ago. Not surprisingly, much of what Frederick has to say is still quite timely, even in today's increasingly sophisticated sales and marketing climate.

By J. GEORGE FREDERICK

The study of sales costs is one challenging the best brains of a sales manager, for in most industries it is no great trick to get results at a high cost, the test of ability is to get them at as low a rate as possible. The unit cost of selling must be reduced, not the mere general volume of expense. This can only be done by increasing the sales efficiency of men in the field, increasing the fertility of plan and organization at headquarters, decreasing the overhead in ratio to the volume, increasing volume, standardizing, elimi-

CANADA

S&MM's Canadian Selling Costs Index (SCI)

1974 = 100

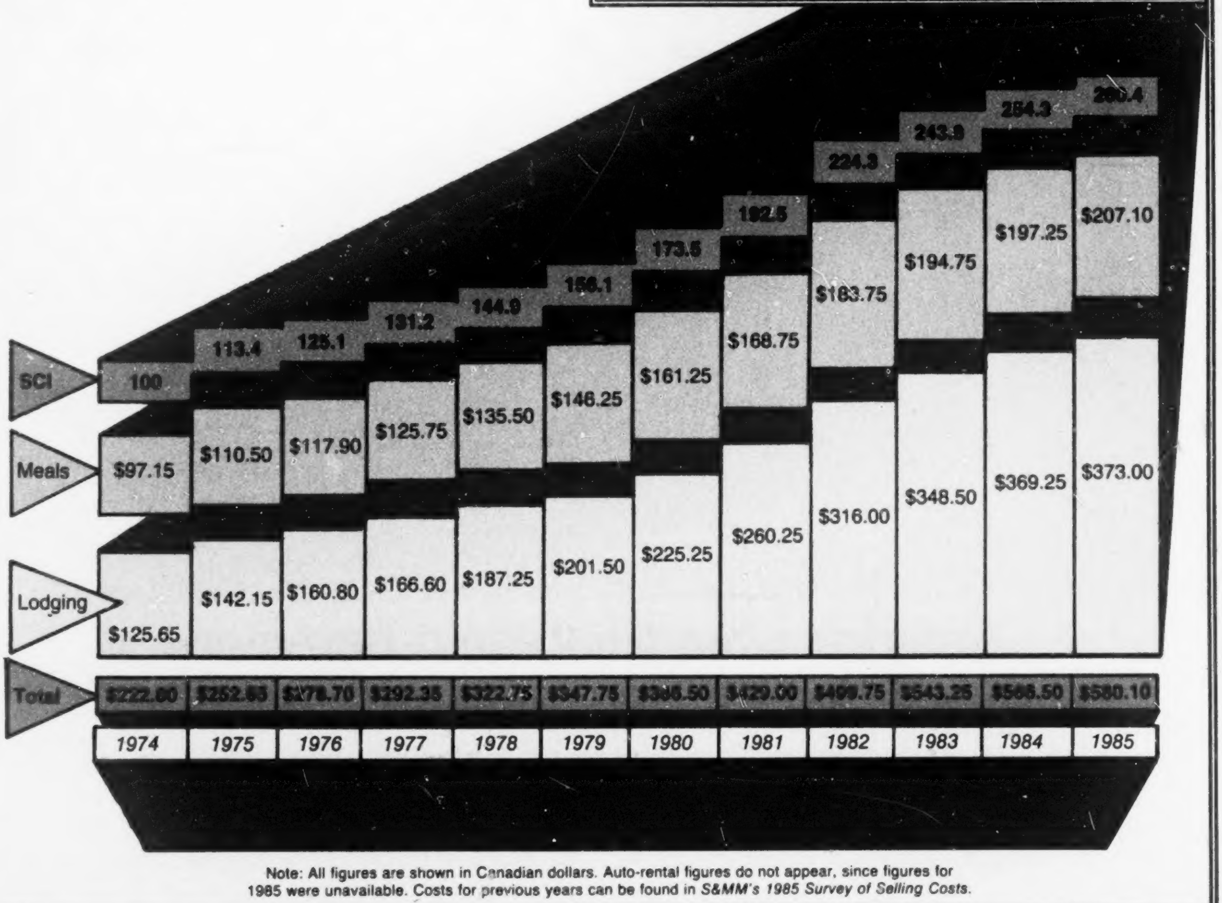
4

Increases in Canadian field selling costs*

	1985	1984	% Increase
Food & drink	$207.10	$197.25	5.0%
Lodging	373.00	369.25	1.0
Total	$580.10	$566.50	2.4%

*Canadian dollars

Source: *Sales and Marketing Management's 1986 Survey of Selling Costs.* Reproduction strictly prohibited.



Note: All figures are shown in Canadian dollars. Auto-rental figures do not appear, since figures for 1985 were unavailable. Costs for previous years can be found in *S&MM's 1985 Survey of Selling Costs.*

nating, and concentrating; also employing great labor saving devices such as advertising.

Under the old conception whereby the sales department was a mere wing of the business—and production was the center—naturally sales costs were interpreted somewhat narrowly. In many concerns today, the term sales cost is used only to describe salesmen's salaries, commissions, and expenses. This ranges from three and a half to eight percent and normally averages about six percent of the volume of business; less if the business is well advertised to consumers and the demand is automatic; more if little or no advertising is done and the market is full of resistance.

What is sales cost anyhow?

Sales costs, properly considered, are not alone salesmen's costs, but all costs which directly or indirectly may be chargeable to sales development or market broadening.

The broad divisions of proper sales costs are:

(1) A just proportion of office administrative overhead.

(2) Salaries of all employed in sales activities.

(3) Commissions, bonuses, and expenses of salesmen.

(4) Advertising of every kind directly aiming at sales.

(5) Special charges reasonably designated as cost of sales development work, sales expense, etc.

Common errors in sales cost figuring

Typical of many who arbitrarily and wrongly charge up items to sales costs is that of a machinery concern which charged taxes, insurance, interest, freight, and stationary to selling. This is absurdly wrong. General administrative costs must never be mixed with sales costs. Some cost accountants figure cash discounts as sales expenses, whereas this is in my opinion (and that of other specialists in sales matters) purely an administrative cost of doing business. Freight is more properly a cost of production than a sales cost, except in special cases

SURVEY HIGHLIGHT

How regional per diem costs are changing

Region	1985 Cost	% Increase 1984–85	% Increase 1983–84
Northeast			
Meals	$29.00	3.8%	5.3%
Lodging	61.45	6.1	7.7
Total	90.45	5.3	6.9
Midwest			
Meals	$26.50	4.9	1.2
Lodging	53.00	7.9	6.6
Total	79.50	6.9	4.7
South			
Meals	$28.50	5.6	2.5
Lodging	59.05	7.4	7.4
Total	87.55	6.6	5.7
West			
Meals	$29.25	7.1	1.9
Lodging	60.60	7.8	8.2
Total	89.85	7.7	6.0
U.S.			
Meals	**$28.35**	**5.4%**	**2.7%**
Lodging	**$58.65**	**7.2%**	**7.5%**
Total	**$87.10**	**6.7%**	**5.8%**

Source: *Sales and Marketing Management's 1986 Survey of Selling Costs*

SURVEY HIGHLIGHT

S&MM's regional and national selling cost averages and per diem indexes: 1986

Region	Lodging	Meals	Per Diem Total	Per Diem Index	Cost of Two Drinks
Northeast	$61.45	B $ 4.90 L $ 7.60 D $16.50	$90.45	104	$5.20
Midwest	$53.00	B $ 4.70 L $ 6.75 D $15.05	$79.50	91	$4.75
South	$59.05	B $ 5.05 L $ 7.25 D $16.20	$87.55	101	$5.35
West	$60.60	B $ 5.70 L $ 8.05 D $15.50	$89.85	103	$4.65
U.S.	**$58.65**	**B $ 5.08 L $ 7.40 D $15.85**	**$87.10**	**100**	**$5.10**

Note: B—breakfast, L—lunch, D—dinner. Per diem index is the ratio between a region's per diem total and the U.S. per diem total.

Source: *Sales and Marketing Management's 1986 Survey of Selling Costs*. Reproduction strictly prohibited.

when used as a business-getting argument.

The three logical departments of business are administrative, manufacturing, selling, and the selling cost must in reality be a necessary cost of producing, not filling, orders in order to be a proper sales cost. An order is the completed product of the sales department; thereafter, the cost (with only such apparent exceptions as in reality conform to the principle) are properly upon production and administration.

Consequently, bad debts, damage and breakage, etc., are not charges upon the sales department.

Under the convenient title of "miscellaneous money," items are charged to sales or advertising which have no real place there. It is a common tendency on the part of administrative officers to endeavor to load sundry items upon these two general heads which cannot by any real logic be justified. This is an injustice to the sales department.

5 The five types of salespeople

These are the five categories of salespeople studied in S&MM's annual Survey:

Account representative—A salesperson who calls on a large number of already established customers in, for example, the food, textiles, apparel, or wholesaling industries. Much of this selling is low key and there is minimal pressure to develop new business.

Detail salesperson—A salesperson who, instead of directly soliciting an order, concentrates on performing promotional activities and introducing products. The medical detail salesperson, for example, seeks to persuade doctors, the indirect customers, to specify the pharmaceutical company's trade name product for prescriptions. The company's actual sales are ultimately made through a wholesaler or direct to pharmacists who fill prescriptions.

Sales engineer—A salesperson who sells products for which technical know-how and the ability to discuss technical aspects of the product are extremely important. The salesperson's expertise in identifying, analyzing, and solving customer problems is another critical factor. This type of selling is common in the chemical, machinery, and heavy-equipment industries.

Industrial products salesperson, nontechnical—This salesperson sells a tangible product to industrial or commercial purchasers; no high degree of technical knowledge is required. Industries such as packaging materials or standard office equipment use this type.

Service salesperson—A salesperson who sells intangibles, such as insurance and advertising. Unlike the four preceding types, those who sell services must be able to sell the benefits of intangibles.

Sales costs and fixity of demand

It should be understood that selling costs differ from any other kind of costs, in view of the fact that they deal with many somewhat intangible elements. Unlike manufacturing costs, they cannot be estimated always on a purely physical and material basis; they cannot be computed so accurately and within so small an area. Sales cost factors and the conditions that affect them reach all over the world, and are based on human nature and economic and psychological conditions.

SURVEY HIGHLIGHT

Where sales costs are rising the fastest

	Per Diem Increase	
Metro Area	1984–85	1983–84
Honolulu, HI	16.5%	+ 6.5%
Tucson, AZ	13.3	+10.8
Tampa, FL	13.1	+ 4.3
W. Palm Beach, FL	12.9	+ 4.1
Worcester, MA	12.5	+ 5.6
Sacramento, CA	12.0	− 2.4
San Jose, CA	11.3	+11.9
Baltimore, MD	11.1	+ 0.2
Albuquerque, MN	10.9	+ 3.0
St. Louis, MO	10.6	+ 3.0
U.S.	6.7%	5.8%

Note: Although U.S. per diem costs (meals & lodging) rose 6.7% last year as opposed to 5.8% in 1984, selected metro areas showed increases significantly higher than the average.
Source: *Sales and Marketing Management's 1986 Survey of Selling Costs.*

Sales costs, when examined and contrasted in one line with another, or one firm with another, show every item of difference in the character and policy of the house, the range of the territory in which goods are sold, the method by which goods are sold; while even the quality of the goods themselves all affect the selling costs immediately.

Prominent in the selling cost is the element of fixity of demand. A staple article naturally has the lowest selling cost, whereas a new and unknown type of article has a very high selling cost, due to the great amount of inertia and indifference which must be overcome in order to make a sale. The ratio of this indifference and inertia is the true ratio of selling cost, because all other differences are, after all, minor differences in comparison with this.

When typewriters were first put on the market, the selling cost was something like 60% of the sale price and something like 450% of the manufacturing cost. In fact, this ratio has not decreased very greatly in the last 20 years, for the simple reason that the large service organization required of the typewriter companies is still very expensive. This very high selling expense, as illustrated in this field of typewriters, was due to the fact that people were very unwilling to give up writing their letters at first and use typewriters.

As extremely contrasted at the other end of the scale we have sugar, which everybody uses, and which requires no selling effort, and is in fact chemically identical with any other brand by any other manufacturer. The selling cost on this article naturally is scarcely 1%.

The cost of aggressive selling

We have here then illustrated the two extremes, one of the specialty and the other a staple, showing between what points and extremes selling costs range. However, when you examine all other articles very minutely, you will find great differences, even among staples. As a matter of fact, the sharp division

(continued on page 28)

TABLE I-1 Typical salespeople's call patterns

Type Of Salesperson		Average Calls Per Day Territory A	Average Calls Per Day Territory B	Estimated Days In Field Per Year	Average Calls Per Year Territory A	Average Calls Per Year Territory B
Account representative	R*	4–6	2–3	190[1]	760–1,140	380–570
	M**	**5**	**2.5**		**950**	**475**
Detail salesperson	R	6–10	4–6	190[1]	1,140–1,900	760–1,140
	M	**8**	**5**		**1,520**	**950**
Sales engineer	R	4–7	3–4	141[2]	564–987	423–564
	M	**5.5**	**3.5**		**775.5**	**493.5**
Industrial products salesperson	R	6–8	3–5	190[1]	1,140–1,520	570–950
	M	**7**	**4**		**1,330**	**760**
Service salesperson	R	8–10	4–6	190[1]	1,520–1,900	760–1,140
	M	**9**	**5**		**1,710**	**950**

*R: Range of calls.
**M: Mean number of calls.
[1] Based on 5 days, 52 weeks per year, less 1 day per week office nonfield work, less 6 holidays, and less 15 days for vacation and sickness.
[2] Based on 239 workdays less 2 days per week in office (49 weeks).
Territory definitions: A—Usually a metro area where customers are concentrated, the salesperson can make several calls at one location, or the sales manager's philosophy emphasizes maximum calls per day. B—Customers are dispersed and longer sales calls are required to sell a product or service.
Source: Sales and Marketing Management survey.

TABLE I-2 Direct sales costs of salesperson's call

Type Of Salesperson	Range Of Yearly Direct Sales Costs: Compensation Range	Compensation Average	Average[1] Expenses	Total 1985	Total 1984
Account representative	$22,500– $51,300	$36,900	$ 9,967– $20,633	**$31,467–** **$71,933**	$39,200– $52,400
Detail salesperson	22,900– 43,100	33,000	6,000– 16,000	**28,900–** **59,100**	45,350– 54,050
Sales engineer	29,000– 77,200	53,100	11,813– 28,613	**40,813–** **105,813**	57,150 76,150
Industrial products salesperson	25,400– 51,400	38,400	10,357– 21,329	**35,757–** **72,729**	44,100– 83,400
Service salesperson	21,700– 60,200	40,950	2,367– 16,367	**24,067–** **76,567**	47,750– 80,850

[1] Includes average travel, entertainment, food, and lodging expenses.
Notes: Base salary, commission, bonus, and expense ranges obtained from Executive Compensation Service, Inc., a subsidiary of the Wyatt Co., *Sales Personnel Report*, 1985 edition. Differences between years reflect changes in the organizations that reported data.
Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co., an international acturial compensation, and employee consulting company.

TABLE I-3 Direct sales costs per salesperson's call

Type Of Salesperson		1985 Direct Sales Costs	Average Calls Per Year Territory A	Average Calls Per Year Territory B	Median Cost Per Salesperson's Call Territory A	Median Cost Per Salesperson's Call Territory B
Account representative	R*	$31,467–$71,933	760–1,140	380–570	$21.60–$94.65	$55.20–$189.30
	M**	**51,700**	**950**	**475**	**61.15**	**122.25**
Detail salesperson	R	28,900–59,100	1,140–1,900	760–1,140	15.20–51.85	25.35–77.75
	M	**44,000**	**1,520**	**950**	**33.55**	**51.55**
Sales engineer	R	40,813–105,813	564–987	423–564	41.35–187.60	72.35–250.15
	M	**73,313**	**775.5**	**493.5**	**114.50**	**161.25**
Industrial products salesperson	R	35,757–72,729	1,140–1,520	570–950	23.50–63.80	37.65–127.60
	M	**54,243**	**1,330**	**760**	**43.65**	**82.65**
Service salesperson	R	24,067–76,567	1,520–1,900	760–1,140	12.65–50.40	21.10–100.75
	M	**50,317**	**1,710**	**950**	**31.55**	**60.95**

*R: Range—middle 50% arrayal of respondents.
**M: Mean—midpoint between each set of ranges.

Note: $\text{Median Cost Per Salesperson's Call} = \dfrac{\text{Direct Sales Cost}}{\text{Average Calls Per Year}}$

TABLE I-4 Cost per call by effective call days per week

Type Of Salesperson		5 Days Per Week Territory A	5 Days Per Week Territory B	4 Days Per Week Territory A	4 Days Per Week Territory B	3 Days Per Week Territory A	3 Days Per Week Territory B
Account representative	R*	$21.95–$75.25	$43.90–$150.50	$27.60–$94.65	$55.20–$189.30	$37.20–$127.60	$74.40–$255.20
	M**	**48.60**	**97.20**	**61.15**	**122.25**	**82.45**	**164.80**
Detail salesperson	R	12.10–41.20	20.15–61.80	15.20–51.85	25.35–77.75	20.50–69.90	34.20–104.80
	M	**26.70**	**41.00**	**33.55**	**51.55**	**45.20**	**69.50**
Sales engineer	R	N.T.E.		41.35–187.60	72.35–250.15	55.75–252.90	97.55–337.20
	M	**N.T.E.**		**114.50**	**161.25**	**154.35**	**217.35**
Industrial products salesperson	R	18.70–50.70	29.95–101.45	23.50–63.80	37.65–127.60	31.70–86.00	50.75–172.00
	M	**34.70**	**65.70**	**43.65**	**82.65**	**58.85**	**111.40**
Service salesperson	R	10.05–40.05	16.80–80.10	12.65–50.40	21.10–100.75	17.05–67.95	28.45–135.80
	M	**25.05**	**48.45**	**31.55**	**60.95**	**42.55**	**82.15**

*R: Range
**M: Mean
N.T.E.: Not Typical Experience.

Note: 5-day workweek based on 239 workdays, 4-day workweek based on 190 workdays, 3-day workweek based on 141 workdays. Each assumes an annual 15 days of vacation and sick time, and 6 holidays.

Source: Sales and Marketing Management survey.

(continued from page 16)

between staples and specialties is rapidly vanishing, because staple manufacturers are fast adopting the more aggressive methods of the specialty manufacturers in their sales efforts; and the specialty manufacturers are constantly tending to work toward becoming a staple. For instance, safety razors used to be very much a specialty; they are now regarded as more or less of a staple. Their selling cost is naturally, therefore, gradually reducing. This same thing applies to any article which the public gradually becomes used to, and which becomes part of the life of the public. Bath tubs used to be a pure luxury; they are now regarded as a necessity. Linen collars are regarded as a pure luxury for only special classes of people; today, even the mechanics wear linen collars.

The difference is marked between the cost of aggressive selling of any article, whether staple or specialty, and the cost of more dormant type of selling, which greatly affects selling cost. In other words, two firms selling a staple article may have a widely different selling cost for the simple reason that one of these concerns is making its sales effort of that staple more of a specialty, whereas the other concern treats its article as a pure staple and relies upon its past history, its general good will, and is satisfied with a very normal rate of growth. The selling costs of the more aggressive firm may be, let us say, 12%, whereas the selling cost of the less aggressive house may be 9%. On the face of things, it might seem, therefore, that the old house had the better of the argument, but as a matter of fact, the speed of business development and the ready response which can be secured nowadays through aggressive selling efforts makes this untrue.

It does not so much matter what the percentage rate of selling expense is so much as it matters what the volume is, and the rapidity of growth of volume. In other words, it may pay big profits to have a 12% selling cost until a large volume of business is secured.

SURVEY HIGHLIGHT

High-cost markets and low-cost markets

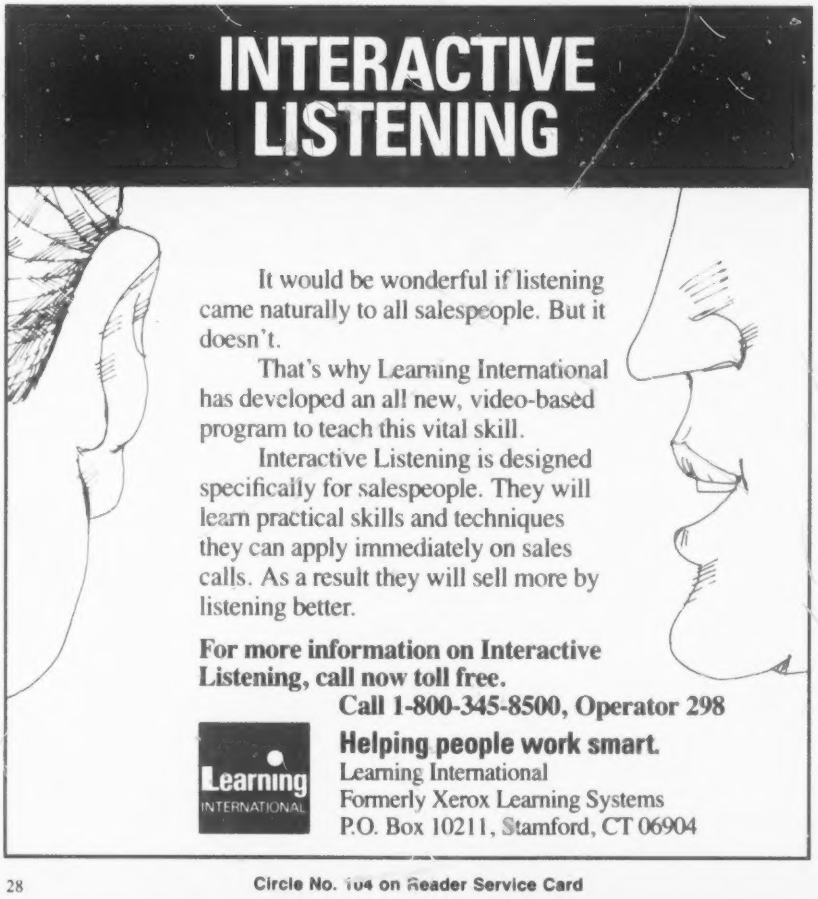
Highest sales costs			Lowest sales costs		
Rank	Metro Area	1985 Per Diem Index U.S. = 100	Rank	Metro Area	1985 Per Diem Index U.S. = 100
1.	New York	161	86.	Dayton	74
2.	San Francisco	156	84.	Canton	77
3.	Chicago	146	84.	Springfield, IL	77
4.	Washington, DC	145	83.	Omaha	78
5.	Los Angeles	137	81.	Des Moines	81
6.	Boston	132	81.	Riverside	81
7.	Atlanta	131	78.	Wichita	82
8.	Honolulu	122	78.	Memphis	82
9.	Newark	120	78.	Little Rock	82
9.	Miami	120	77.	Louisville	83

Source: *Sales and Marketing Management's 1986 Survey of Selling Costs.*

Volume in relation to sales cost

The principle is exactly like the principle of moving a railway train. It may take a greater amount of steam to start a larger train of cars than a smaller train, but once started it actually takes less steam to keep it going on a level stretch because of momentum. A large volume may cost higher in sales costs to secure, but when secured, costs much less to maintain than a smaller volume.

Modern American manufacturers have, therefore, fully realized the value of volume. In fact, volume



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has been too universally and exclusively striven for, without also seeing that the greater complications of large volume do not result in annulling the proper expectations of decreased costs. As volume increases, organization becomes more difficult, and it requires relatively more brains than small volume, if the economies of small volume are to be reaped. Large organization and large volume bring more and more opportunities for leaks, waste, and inefficiency.

Selling costs must be studied first in relation to desired volume, the conditions of the field, and the desired speed of growth before they can be properly analyzed and intelligently judged. Unless selling costs are judged in relation to these factors, it is meaningless to say that selling costs are too high or too low. There is a definite point which, all factors considered, is the logical selling cost for any house which has determined its policies and plans and knows the field thoroughly.

The vital matter of general costs

Costs, in the final analysis, should be controlled by the general accounts, and should not be shaded by any false or careless logic. A sales manager should be slow to deem cost figures absurd in the light of competitive prices. Monthly statements showing actual profits will cure this, for true costs are, in most instances, always greater than expected. It is a foolish custom to examine profits only at the end of a year. This is too late to save much that may have been made instead of lost during the year.

It is distinctly remarkable how little valuable information is furnished the average sales manager, even by those concerns where there is a more or less elaborate cost system and where numerous cost clerks are employed. In the case of a company whose product was sold on an f.o.b. Pittsburgh basis, and where the freight item was a factor of great importance, it was not possible—in spite of the highly detailed cost accounting system in force—to determine whether the business done in territories where the company was not reimbursed for freight outlays was being handled at a profit or otherwise.

A sales manager should have data on profits, under the following subheads:

(1) On various types and kinds of products separately.

(2) On all territories and divisions of territories.

(3) By individual salesmen, districts, and branches.

(4) By sales to various classes of customers.

In addition, the system should provide for furnishing any combination of this information, as for instance:

Profits realized in the various territories by lines of product.

Profits realized on sales to the various classes of customers by lines of product, etc.

It is also desirable that the sales manager be furnished with approximate information under the above heads as regards estimated profits on unfilled orders, as it by no means follows that the profits realized on this month's shipments are indica-

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tive of what the profits will be on the orders accepted this month.

Costs and profits traced to salesmen

There is no reason why merely general data on costs and profits should be available. It is of very definite value to figure out accurately the profit or loss represented by any individual salesman's efforts.

By means of an electrical tabulating device, using coded punch cards, it is possible to accomplish this in detail even in the most complicated businesses. Cards are punched to give the following information as to an individual salesman's sales:

(1) The number of each kind of article sold.

(2) The total amount billed for each kind of article.

(3) The freight billed for each kind of article.

Also these cost comparisons:

(1) Standard cost of article sold.

(2) Ratio of actual cost to standard.

(3) Actual cost of article sold.

(4) Amount of billings.

(5) Gross profit on salesman's sales. S&MM

SURVEY HIGHLIGHT

How direct sales costs are changing

Type Of Salesperson[1]	Median Direct Sales Costs 1985	% Change 1984–85	Compound Annual % Increase 1975–85
Account representative			
Total	$51,700	+12.9%	+ 9.3%
Compensation	36,900	+ 8.8	+ 7.9
T & E[2]	14,800	+24.4	+14.0
Detail salesperson			
Total	44,000	−11.5	+ 9.0
Compensation	33,000	− 0.2	+ 8.1
T & E	11,000	−34.0	+12.5
Sales engineer			
Total	73,313	+10.0	+ 9.3
Compensation	53,100	+15.3	+ 9.0
T & E	20,213	− 3.7	+10.1
Industrial products salesperson			
Total	54,243	−14.9	+ 8.3
Compensation	38,400	+ 6.7	+ 7.4
T & E	15,843	−42.9	+11.1
Service salesperson			
Total	50,317	−21.7	+ 8.0
Compensation	40,950	− 3.5	+ 8.0
T & E	9,367	−59.0	+ 8.0

Note: Wide variations between years reflect changes in the organizations that reported data.

[1] See Page 28 for definition of salesperson type.

[2] T & E: Travel and entertainment, including meals and lodging.

Source: *Sales and Marketing Management's 1986 Survey of Selling Costs.*

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6

Information please

The following consulting organizations and associations are major sources of the data used in *S&MM's Survey of Selling Costs.* For those desiring more specific information on a particular topic, the name and address of each company is listed below, along with a brief description of its activities.

- **The Conference Board, Inc.,** 845 Third Ave., New York, NY 10022 (212-759-0900). Publishes periodic reports on compensation of field sales representatives, conducts research, and publishes studies on business economics and management experience. Also conducts seminars in these areas.

- **Dartnell Corp.,** 4660 Ravenswood Ave., Chicago, IL 60640 (312-561-4000). Publishes biennial *Survey of Sales Force Compensation,* as well as materials for business executives, managers, salespeople, and supervisors dealing with training and development. Also sponsors seminars.

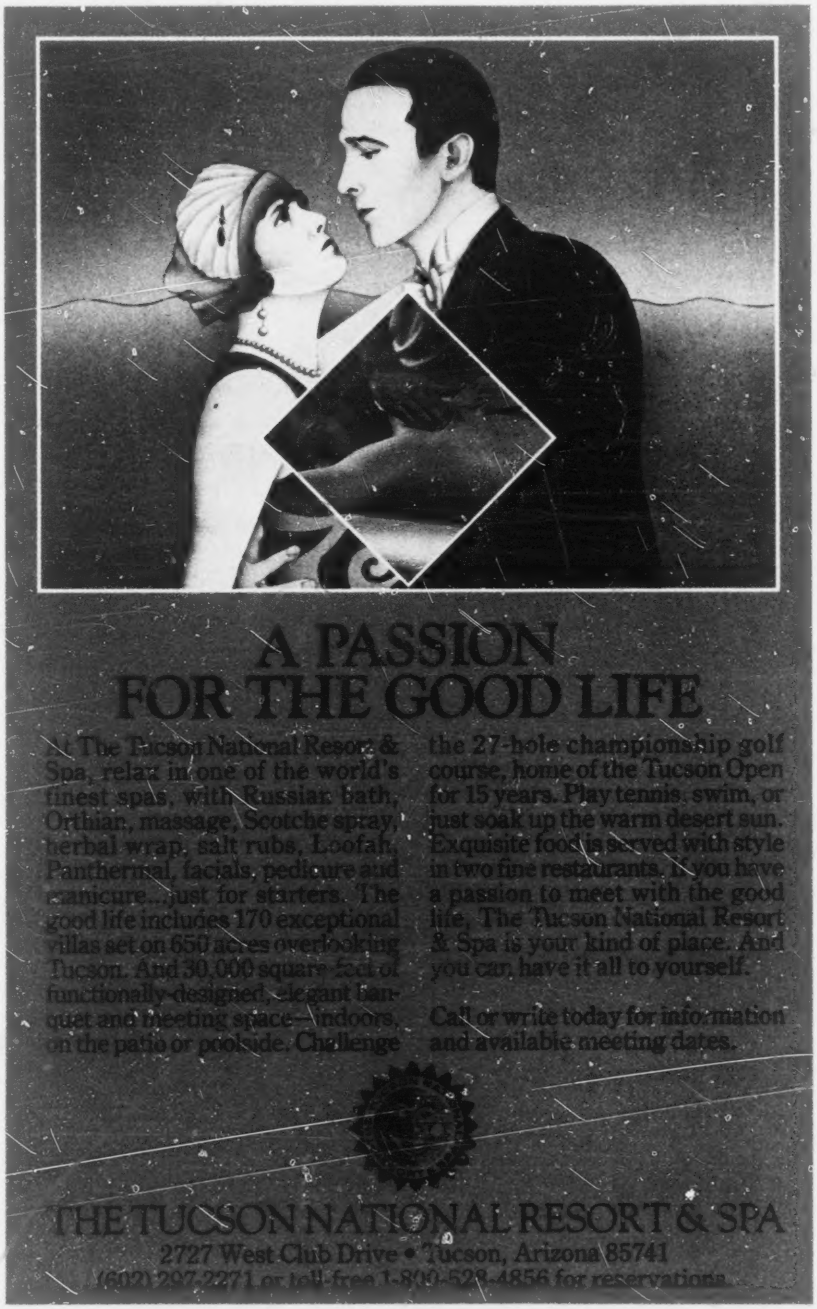
- **Executive Compensation Service, Inc. (ECS),** 2 Executive Dr., Fort Lee, NJ 07024 (201-585-9808). Publishes data on sales compensation, selling expenses, and incentives that are the basis of *S&MM's Survey* statistics. ECS also prepares reports and conducts surveys of competitive employment information, and has recently published their 30th annual *Sales Personnel Report.*

- **IVI Travel, Inc., IVI Management Systems Div.,** 400 Skokie Blvd., Northbrook, IL 60062 (312-480-8400). Suppliers of data for the *Survey's* Selling Expense Report, also offers support functions such as *Travel Expense Management Systems (TEMS), Track Plus,* which charts frequent-flyer mileage, *Flight Operations Systems (FOS),* and *IMS Plus,* a PC software program that catalogues data on hotels, travel budgets, etc.

- **Manufacturers' Agents National Assn. (MANA),** P.O. Box 3467, 23016 Mill Creek Rd., Laguna Hills, CA 92654 (714-859-4040). Professional association for manufacturers' reps. Publishes *Agency Sales* magazine, as well as an annual survey of reps' commissions and operating expenses.

- **PHH Group, Peterson, Howell & Heather, Inc.,** 11333 McCormick Rd., Hunt Valley, MD 21031 (301-667-4000). Provider of cost control and analysis systems for corporations, utilities, and municipalities in the area of transportation, automotive fleets, and transfer and relocation of employees. Also gathers statistics relating to these areas.

- **Runzheimer International,** Runzheimer Park, Rochester, WI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53167 (414-534-3121). An international management consulting company specializing in travel and living costs. Publishes *Runzheimer Reports on Transportation and Travel Management*.

- **Schonfeld & Associates,** 2550 Crawford Ave., Evanston, IL 60201 (312-869-5556). A management consulting company that publishes an annual study of advertising and promotional expenditures of major U.S. corporations, as well as other forecasts and tracking studies in the areas of marketing and advertising.

- **Technomic Consultants,** 100 Corporate North, Bannockburn, IL 60015 (312-295-8900). The major provider of data for the *Survey of Selling Costs*, this consulting company works with all phases of the business planning process, from plan formulation and market research to strategy development and implementation. Their database is the source of our metro sales costs tables as well as data on cost per call, meetings, and sales training.

TABLE I-5 **How to compute your salesperson's call patterns**

Salesperson	Actual Calls Reported	Estimated Calls Per Year			Actual Or Estimated Calls Per Year
		Average Calls Per Day	Total Days In Field	Estimated Total Calls	

TABLE I-6 **How to compute your salesperson's direct sales costs**

	Yearly Direct Sales Cost					
Salesperson	Base Salary	Bonus Or Comm.	Auto Expense	Expense Account Reported	Other	Total Direct Sales Cost

TABLE I-7 **How to compute your salesperson's per-call costs**

Salesperson	Direct Sales Cost	Total Calls Per Year	Cost Per Salesperson's Call[1]

[1] Cost Per Salesperson's Call = $\frac{\text{Direct Sales Cost}}{\text{Total Calls Per Year}}$

TABLE I-8 **Territory concentration factor**

Standard Average Calls Per Day	Average Calls Per Day For Territory									
	10	9	8	7	6	5	4	3	2	1
10	1.00	1.11	1.25	1.42	1.66	2.00	2.50	3.33	5.00	10.00
9	.90	1.00	1.12	1.28	1.50	1.80	2.25	3.00	4.50	9.00
8	.80	.88	1.00	1.14	1.33	1.60	2.00	2.66	4.00	8.00
7	.70	.77	.87	1.00	1.16	1.40	1.75	2.33	3.50	7.00
6	.60	.66	.75	.85	1.00	1.20	1.50	2.00	3.00	6.00
5	.50	.55	.62	.71	.83	1.00	1.25	1.66	2.50	5.00
4	.40	.44	.50	.57	.66	.80	1.00	1.33	2.00	4.00
3	.30	.33	.37	.42	.50	.60	.75	1.00	1.50	3.00
2	.20	.22	.25	.28	.33	.40	.50	.66	1.00	2.00
1	.10	.11	.12	.14	.16	.20	.25	.33	.50	1.00

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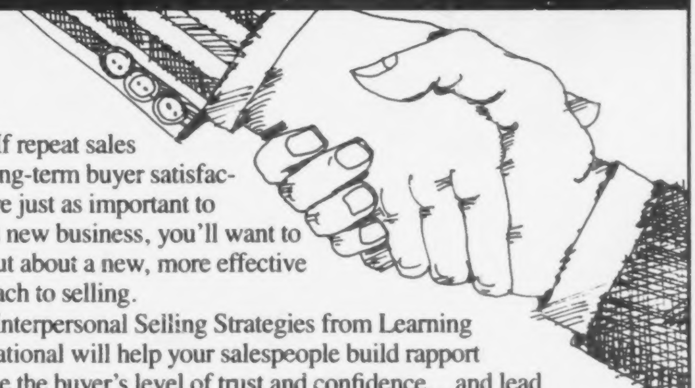

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How to create your own Sales Call Efficiency Index

S&MM's cost-per-call data can help you evaluate the effectiveness of you own management of this critical cost ratio. Because the data are detailed for types of salespeople and selling situations, they are most helpful if you develop you own **Sales Call Efficiency Index** that you can then use to monitor the efficiency of your field sales force.

1. Call patterns. Information on your salespeople's call patterns (Table I-5) can be gained either by totalling the number of calls listed on call reports or by multiplying the average number of calls per day by the number of days salespeople spend in the field.

TABLE I-9 **Step-by-step sequence for building a Sales Call Efficiency Index**

Market	Direct Sales Cost	Number Of Sales Calls	Unweighted Cost Per Sales Call	Territory Concentration Factor (TCF)	Weighted Per Diem Index*	Efficiency Index	Sales Call Efficiency Index
San Francisco	$64,250	1,425	$45	0.83	156	$35	$47
Indianapolis	$46,300	505	$92	2.50	83	$44	$39

*As indicated in Section II: Metro Area Sales Costs.

$$\text{Sales Call Efficiency Index} = \frac{\text{Direct Sales Costs}\ \dfrac{(100)}{(\text{Per Diem Index})}}{\text{Calls/Year (Territory Concentration Factor)}}$$

For San Francisco, the calculation is as follows:

$$\frac{\$64{,}250\ (0.64)}{1{,}425\ (0.83)} = \frac{\$41{,}120.00}{1{,}182.75} = \$34.77$$

For Indianapolis:

$$\frac{\$46{,}300\ (1.20)}{505\ (2.50)} = \frac{\$55{,}560.00}{1{,}262.50} = \$44.01$$

Weighted Sales Call Efficiency Index

For San Francisco:

$$\frac{\$40{,}200 + \$24{,}050\ (0.64)}{1{,}425\ (0.83)} = \frac{\$55{,}592.00}{1{,}182.75} = \$47.00$$

For Indianapolis:

$$\frac{\$33{,}700 + \$12{,}600\ (1.20)}{505\ (2.50)} = \frac{\$48{,}820.00}{1{,}262.50} = \$38.67$$

In order to compare cost-per-call ratios of different sales territories equitably, variances between local markets must be considered. This hypothetical example analyzes two different markets: San Francisco, with above-average per diem costs, and Indianapolis, with below-average perdiem costs.

The Indianapolis salesperson has direct sales costs of $46,300 and makes about 505 calls a year, while the San Francisco salesperson has direct sales costs of $64,250 and makes about 1,425 calls. Thus, the **Unweighted Cost Per Sales Call** in Indianapolis is $91.68 ($46,300 ÷ 505 = $91.68) compared with $45.09 in San Francisco ($64,250 ÷ 1,425 = $45.09). At first glance, it appears that the San Francisco salesperson is managing his expenses much better than his Indiana counterpart.

However, a fair evaluation of the relative performance of each salesperson must recognize that San Francisco and Indianapolis are two distinctly different markets. A first step toward developing a **Sales Call Efficiency Index** that compensates for these differences involves the **Territor Concentration Factor** (TCF) (Table I-8).

Assuming the entire sales force averages about 5 calls per day, and using the table to relate each salesperson's calls to that number, the TCF of San Francisco's 6 calls per day is 0.83 while that of Indianapolis's 2 calls is 2.50.

Next, the Metro Sales Costs section (page 35) reveals that San Francisco's per diem index is 156 and Indianapolis's is 83. Dividing each number into 100, the all-U.S. norm yields a factor of 0.64 for San Francisco, and 1.20 for Indianapolis.

With this data in hand, it is now possible to construct a Sales Call Efficiency Index for each territory using the equation illustrated above. This reveals that, on an adjusted basis allowing for market differences, the cost per call in San Francisco is $34.77 and in Indianapolis, $44.01. What was almost a $47 difference has been cut to under $10.

The adjusted index can be further refined by allowing for living costs differences. In this example, the San Francisco salesperson has a base salary of $40,200 plus $24,050 for expenses, while the Indianapolis salesperson has a base salary of $33,700 plus $12,600 for expenses. Using the above equation—multiplying each individual's expenses by the per diem factor mentioned earlier (0.64 for San Francisco, 1.20 for Indianapolis)—results in a **Weighted Sales Call Efficiency Index** of $47.00 for San Francisco and $38.67 for the Indianapolis salesperson.

2. Direct sales costs. Unless you keep your own records, company financial records will provide much of the information on direct sales costs (Table I-6). They can be supplemented by the sales force's expense accounts, as well as the Metro Sales Costs (page 35) and Transportation (page 107) data.

3. Cost per call. Using the summary data from the first two tables, you calculate cost per call (Table I-7) by dividing the salespeople's number of calls into their total direct sales costs. If you want to make the sales force more aware of this critical ratio, you can redesign the format of your call reports so that individuals can compute their own cost per call each time they submit a report.

4. Territory concentration factor. No two territories are exactly alike because of differences in geography, number and type of accounts, and industry concentration or dispersal. You can compensate for this diversity by assigning "weights" to the salespeople or territories being compared. Here, you first develop an average number of calls per day for your entire sales force; that figure represents the norm. Then, using the Territory Concentration Factor (Table I-8), which shows the statistical relationship between a set of common numbers, you "equalize" the differences in the number of sales calls. That is, it compensates for the differences where one territory averages eight calls per day, another, only four.

Next, you adjust for the differences in selling and living costs between the markets. A step-by-step procedure, comparing the San Francisco and Indianapolis markets, is provided in the above example.

Metro sales costs

TABLE II-1 **Selling costs in 86 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1984–85	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
ALABAMA								
Birmingham	Average $52.30 Range $25.50–$85.00	B $ 5.90 L $ 6.00 D $15.20	$ 79.40	9.8%	**91**	$5.90	Limo: $3.00 Taxi: $6.00 Dist.: 5 mi. NE Time: 15–20 min.	$49.50
ARIZONA								
Phoenix-Scottsdale	Average $58.15 Range $20.00–$150.00	B $ 6.30 L $ 7.00 D $12.75	84.20	10.3	**97**	4.75	Limo: $4.00 Taxi: $8.50 Dist.: 4 mi. SW Time: 10–15 min.	45.80
Tucson	Average $58.10 Range $32.00–$130.00	B $ 4.80 L $ 6.20 D $14.45	83.55	13.3	**96**	4.50	Limo: $4.25 Taxi: $12.00 Dist.: 10 mi. S Time: 20 min.	43.50
ARKANSAS								
Little Rock-North Little Rock	Average $45.80 Range $39.00–$64.00	B $ 4.45 L $ 6.50 D $14.45	71.20	4.3	**82**	5.00	Limo: $3.00 Taxi: $4.50 Dist.: 3.5 mi. SE Time: 10–15 min.	49.50
CALIFORNIA								
Anaheim-Santa Ana	Average $57.95 Range $30.00–$110.00	B $ 5.05 L $ 7.80 D $14.50	85.30	6.2	**98**	4.50	Limo: $3.95 Taxi: $22.00 Dist.: 10 mi. S Time: 20–30 min.	N.A.
Fresno	Average $47.85 Range $24.00–$75.00	B $ 5.40 L $ 8.90 D $15.20	77.35	6.7	**89**	4.50	Limo: None Taxi: $10.50 Dist.: 7 mi. NE Time: 15 min.	56.15
Los Angeles-Long Beach	Average $79.20 Range $44.00–$175.00	B $ 6.60 L $12.60 D $21.35	119.75	10.3	**137**	4.50	Limo: $6.00 Taxi: $25.00 Dist.: 15 mi. SW Time: 35–45 min.	56.05
Oakland	Average $63.00 Range $41.00–$96.00	B $ 6.25 L $ 8.60 D $16.70	94.55	3.9	**109**	4.50	Limo: None Taxi: $14.00 Dist.: 11 mi. SE Time: 10–15 min.	N.A.
Oxnard-Ventura	Average $58.40 Range $20.00–$115.00	B $ 5.45 L $ 7.50 D $13.70	85.05	7.8	**98**	4.50	Limo: None Taxi: $5.50 Dist.: 1 mi. S Time: 5 min.	N.A.

N.A.—Not Available

DEFINITIONS: **Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal Costs:** A 12.5% tip is included in each meal cost shown. B—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). L—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entree, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). D—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1984 to 1985 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Fare information is for first city in metro area title. Driving times are approximate. **Auto rental:** Costs are based upon the published nondiscountable daily rates of major companies. Applicable local gas charges for 50 miles have been added.

Notes: **Average** is the sum of the dollar amounts divided by the number of responses.

Median is the dollar amount that has an equal number of responses above and below it.

Sources: *Sales and Marketing Management;* American Hotel Assn.: *1985 Hotel & Motel Red Book; Hotel and Travel Index;* Crampton Associates, Inc.: *Airport Transit Guide*, Glen Ellyn, IL; Runzheimer International Car Rental Survey.

TABLE II-1 **Selling costs in 86 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1984–85	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Riverside-San Bernardino	Average $48.00 Range $36.00–$125.00	B $ 4.70 L $ 6.20 D $11.75	$ 70.65	3.6%	**81**	$4.00	Limo: None Taxi: $29.00 Dist.: 15 mi. NW Time: 20 min.	N.A.
Sacramento	Average $48.60 Range $20.00–$74.00	B $ 4.50 L $ 6.85 D $12.10	72.05	12.0	**83**	5.00	Limo: $5.50 Taxi: $21.00 Dist.: 11 mi. NW Time: 15–25 min.	$52.50
San Diego	Average $62.60 Range $28.00–$115.00	B $ 6.70 L $ 7.30 D $16.20	92.80	1.7	**107**	5.00	Limo: None Taxi: $6.00 Dist.: 2 mi. NW Time: 5–10 min.	52.90
San Francisco	Average $88.65 Range $35.00–$200.00	B $ 8.40 L $14.00 D $24.75	135.80	5.3	**156**	7.00	Limo: $6.00 Taxi: $21.00 Dist.: 14 mi. S Time: 20–35 min.	49.20
San Jose	Average $68.30 Range $38.00–$115.00	B $ 5.90 L $ 7.50 D $14.45	96.15	11.3	**110**	4.50	Limo: None Taxi: $6.50 Dist.: 3 mi. NW Time: 10 min.	47.50
COLORADO								
Boulder	Average $53.70 Range $32.00–$88.00	B $ 4.70 L $ 6.70 D $12.15	77.25	8.5	**89**	4.50	Limo: None Taxi: $40.00 Dist.: 30 mi. NW Time: 45 min.	N.A.
Denver	Average $66.50 Range $25.00–$140.00	B $ 6.25 L $ 8.20 D $15.40	96.35	4.1	**111**	5.50	Limo: $5.00 Taxi: $10.00 Dist.: 7 mi. NE Time: 20–30 min.	46.15
CONNECTICUT								
Bridgeport-Stamford-Norwalk-Danbury	Average $69.80 Range $49.00–$109.00	B $ 4.20 L $ 9.70 D $12.05	95.75	3.5	**110**	5.00	Limo: $5.00 Taxi: $5.90 Dist.: 4 mi. SE Time: 10 min.	47.65
Hartford-New Britain-Middletown-Bristol	Average $592.20 Range $26.00–$105.00	B $ 5.85 L $ 9.50 D $16.80	91.35	3.5	**105**	5.00	Limo: $4.25 Taxi: $18.00 Dist.: 14 mi. N Time: 15–25 min.	58.15
New Haven-Waterbury-Meriden	Average $51.30 Range $28.00–$80.00	B $ 4.30 L $ 6.70 D $17.50	79.80	5.6	**92**	5.00	Limo: None Taxi: $6.00 Dist.: 3.5 mi. SE Time: 15 min.	55.85
DELAWARE								
Wilmington	Average $67.80 Range $32.00–$140.00	B $ 5.00 L $ 7.20 D $15.15	95.15	9.7	**109**	4.50	Limo: None Taxi: $10.00 Dist.: 5 mi. SW Time: 20 min.	61.15
DISTRICT OF COLUMBIA								
Washington	Average $89.00 Range $47.00–$144.00	B $ 6.60 L $ 9.05 D $21.85	126.50	5.9	**145**	6.00	**National** Limo: $5.00 Taxi: $6.70 Dist.: 4 mi. S Time: 20 min. **Dulles** Limo: $10.00 Taxi: $29.00 Dist.: 26 mi. W Time: 45–60 min.	60.65

TABLE II-1 **Selling costs in 86 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1984–85	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
FLORIDA								
Fort Lauderdale	Average $69.15 Range $30.00–$120.00	B $ 3.85 L $ 6.40 D $12.00	$ 91.40	5.3%	**105**	$4.50	Limo: $5.00[1] Taxi: $6.00 Dist.: 4 mi. S Time: 10 min.	N.A.
Jacksonville	Average $52.75 Range $34.00–$97.00	B $ 4.65 L $ 6.40 D $14.30	78.10	9.5	**90**	4.50	Limo: $8.00 Taxi: $19.00 Dist.: 17 mi. N Time: 30–40 min.	$40.85
Miami-Hialeah	Average $71.55 Range $40.00–$145.00	B $ 6.25 L $ 8.95 D $17.90	104.65	6.6	**120**	6.00	Limo: $6.00 Taxi: $11.00 Dist.: 7 mi. NW Time: 20–30 min.	39.90
Orlando	Average $64.30 Range $45.00–$89.00	B $ 4.75 L $ 7.60 D $15.50	92.15	5.1	**106**	5.00	Limo: $10.00 Taxi: $13.00 Dist.: 10 mi. S Time: 15–20 min.	37.85
Tampa-St. Petersburg-Clearwater	Average $59.65 Range $24.00–$105.00	B $ 4.90 L $ 7.25 D $16.80	88.60	13.1	**102**	6.00	Limo: $3.50 Taxi: $10.00 Dist.: 5 mi. NW Time: 10–15 min.	38.15
West Palm Beach-Boca Raton-Delray Beach	Average $55.60 Range $29.00–$104.00	B $ 4.70 L $ 6.50 D $15.70	82.50	12.9	**95**	5.50	Limo: None Taxi: $8.50 Dist.: 17 mi. N Time: 15 min.	N.A.
GEORGIA								
Atlanta	Average $81.45 Range $48.00–$125.00	B $ 5.30 L $ 7.30 D $19.80	113.85	10.5	**131**	5.25	Limo: $6.00 Taxi: $13.50 Dist.: 8 mi. SW Time: 20–30 min.	56.90
HAWAII								
Honolulu	Average $73.50 Range $27.00–$170.00	B $ 6.25 L $ 9.25 D $16.90	105.90	16.5	**122**	6.50	Limo: None Taxi: $8.50 Dist.: 4.5 mi. NW Time: 10–15 min.	31.60
ILLINOIS								
Chicago	Average $96.10 Range $58.00–$155.00	B $ 4.90 L $ 8.40 D $17.90	127.30	8.0	**146**	5.00	**O'Hare** Limo: $6.75 Taxi: $21.00 Dist.: 18 mi. NW Time: 45–65 min. **Midway** Limo: $6.00 Taxi: $14.50 Dist.: 10 mi. SW Time: 25–40 min.	60.95
Springfield	Average $42.30 Range $25.00–$54.00	B $ 4.30 L $ 6.10 D $14.10	66.80	1.7	**77**	4.50	Limo: None Taxi: $5.15 Dist.: 3 mi. N Time: 15 min.	51.50
INDIANA								
Indianapolis	Average $49.80 Range $24.00–$86.00	B $ 4.05 L $ 5.85 D $12.35	72.05	8.0	**83**	4.50	Limo: $7.25 Taxi: $8.00 Dist.: 7 mi. SW Time: 15 min.	62.90

[1] Minimum two passengers.
N.A.–Not Available.

TABLE II-1 **Selling costs in 88 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1984–85	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
IOWA								
Des Moines	Average $46.80 Range $22.00–$87.00	B $ 4.25 L $ 6.00 D $13.25	$ 70.30	10.5%	**81**	$4.50	Limo: None Taxi: $8.00 Dist.: 5.5 mi. SW Time: 15–20 min.	$43.90
KANSAS								
Wichita	Average $48.25 Range $20.00–$83.00	B $ 4.60 L $ 6.25 D $12.30	71.40	8.3	**82**	5.50	Limo: None Taxi: $7.50 Dist.: 6 mi. SW Time: 25–30 min.	55.90
KENTUCKY								
Louisville	Average $47.50 Range $24.00–$101.00	B $ 3.55 L $ 5.85 D $15.25	72.15	7.0	**83**	4.00	Limo: $3.75 Taxi: $9.00 Dist.: 5 mi. S Time: 15–20 min.	51.50
LOUISIANA								
New Orleans	Average $71.70 Range $39.00–$140.00	B $ 5.75 L $ 8.00 D $17.95	103.40	1.1	**119**	5.50	Limo: $7.00 Taxi: $18.00 Dist.: 14 mi. W Time: 30–40 min.	52.50
MARYLAND								
Baltimore	Average $63.40 Range $30.00–$108.00	B $ 4.95 L $ 8.25 D $16.70	93.30	11.1	**107**	5.00	Limo: $6.00 Taxi: $11.00 Dist.: 10. mi. SW Time: 30–40 min.	64.45
MASSACHUSETTS								
Boston	Average $84.45 Range $44.00–$165.00	B $ 5.50 L $ 7.35 D $17.95	115.25	9.5	**132**	5.00	Limo: $5.00 Taxi: $11.00 Dist.: 3 mi. NE Time: 30–40 min.	58.50
New Bedford-Fall River-Attleboro	Average $45.80 Range $34.00–$65.00	B $ 5.00 L $ 6.90 D $15.30	73.00	8.3	**83**	5.10	Limo: None Taxi: $5.00 Dist.: 2.5 mi. N Time: 15 min.	N.A.
Springfield	Average $49.70 Range $35.00–$74.00	B $ 4.35 L $ 6.75 D $14.65	75.45	6.9	**87**	5.00	Limo: $6.00 Taxi: $23.50 Dist.: 18 mi. S Time: 30 min.	55.85
Worcester-Fitchburg-Leominster	Average $61.50 Range $46.00–$87.00	B $ 4.50 L $ 7.20 D $16.30	89.70	12.5	**103**	5.00	Limo: None Taxi: $8.00 Dist.: 5 mi. W Time: 20 min.	53.15

N.A.—Not Available.

DEFINITIONS: **Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. B—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). L—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). D—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1983 to 1984 in total one-day cost of lodging and three meals. Per diem index: A city's per diem total expressed as a ratio of the U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Fare information is for first city in metro area title. Driving times are approximate. **Auto rental:** Costs are based upon the published nondiscountable daily rates of major companies. Applicable local gas charges for 50 miles have been added.

Notes: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it.

Sources: *Sales & Marketing Management*; American Hotel Assn.: *1985 Hotel & Motel Red Book; Hotel and Travel Index*; Crampton Associates, Inc.: *Airport Transit Guide*, Glen Ellyn, IL; Runzheimer International Car Rental Survey.

TABLE II-1 **Selling costs in 88 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1984–85	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
MICHIGAN								
Detroit	Average $56.00 Range $23.00–$140.00	B $ 5.70 L $ 7.70 D $19.20	$88.60	4.5%	**102**	$5.50	Limo: $6.00 Taxi: $22.50 Dist.: 19 mi. SW Time: 30–45 min.	$56.60
Grand Rapids	Average $47.20 Range $22.00–$76.00	B $ 5.10 L $ 7.60 D $15.45	75.35	4.8	**86**	5.50	Limo: None Taxi: $10.00 Dist.: 10 mi. SE Time: 20–25 min.	N.A.
MINNESOTA								
Minneapolis-St. Paul	Average $65.65 Range $30.00–$119.00	B $ 6.15 L $ 7.80 D $18.00	97.60	4.1	**112**	5.00	Limo: $5.50 Taxi: $15.50 Dist.: 13 mi. SE Time: 20–30 min.	51.60
MISSOURI								
Kansas City	Average $56.80 Range $27.00–$115.00	B $ 4.55 L $ 6.50 D $14.25	82.10	6.1	**94**	4.50	Limo: $8.50 Taxi: $27.00 Dist.: 18 mi. NW Time: 35–50 min.	53.00
St. Louis	Average $62.60 Range $28.00–$90.00	B $ 5.50 L $ 7.35 D $16.55	92.00	10.6	**106**	5.00	Limo: $5.90 Taxi: $18.00 Dist.: 13 mi. NW Time: 20–30 min.	49.05
NEBRASKA								
Omaha	Average $45.50 Range $25.00–$75.00	B $ 4.35 L $ 5.60 D $12.35	67.80	0	**78**	4.00	Limo: None Taxi: $5.50 Dist.: 5 mi. NE Time: 5–10 min.	60.50
NEVADA								
Las Vegas	Average $54.90 Range $28.00–$89.00	B $ 5.10 L $ 8.10 D $17.80	85.80	5.0	**99**	4.50	Limo: $4.00 Taxi: $14.00 Dist.: 7 mi. S Time: 35–45 min.	53.50
NEW JERSEY								
Jersey City-Bergen-Passaic	Average $52.50 Range $32.00–$73.00	B $ 4.50 L $ 7.65 D $16.70	81.35	8.3	**93**	5.50	Limo: None Taxi: $20.00 Dist.: 9 mi. W Time: 40 min.	N.A.
Long Branch-Asbury Park	Average $57.00 Range $45.00–$81.00	B $ 4.00 L $ 7.00 D $15.00	83.00	5.7	**95**	5.00	Limo: None Taxi: $39.00 Dist.: 45 mi. NW Time: 60 min.	N.A.
New Brunswick-Perth Amboy-Sayreville	Average $69.75 Range $40.00–$99.00	B $ 5.25 L $ 6.00 D $17.60	98.60	2.4	**113**	5.00	Limo: $12.00 Taxi: $36.00 Dist.: 23 mi. NW Time: 40 min.	N.A.
Newark	Average $72.90 Range $61.00–$103.00	B $ 5.75 L $ 7.20 D $19.10	104.95	4.1	**120**	5.50	Limo: 4.00 Taxi: $10.00 Dist.: 3 mi. S Time: 20 min.	64.85

N.A.—Not Available.

TABLE II-1 **Selling costs in 86 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1984–85	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
NEW MEXICO								
Albuquerque	Average $48.05 Range $16.00–$90.00	B $ 5.15 L $ 7.25 D $13.50	$ 74.25	10.9%	**85**	$5.50	Limo: $4.50 Taxi: $6.50 Dist.: 4.3 mi. SE Time: 15–20 min.	$45.15
NEW YORK								
Albany-Schenectady-Troy	Average $51.55 Range $25.00–$95.00	B $ 4.10 L $ 6.70 D $15.30	77.65	0.9	**89**	4.50	Limo: $4.90 Taxi: $9.90 Dist.: 10 mi. NW Time: 20 min.	54.00
Buffalo	Average $49.55 Range $23.00–$85.00	B $ 3.85 L $ 5.70 D $15.60	74.70	2.1	**86**	3.90	Limo: $5.00 Taxi: $11.00 Dist.: 8 mi. NE Time: 20–30 min.	61.65
Nassau-Suffolk (Long Island)	Average $59.45 Range $34.00–$91.00	B $ 4.80 L $10.10 D $17.70	92.05	0.3	**106**	6.50	Limo: (Varies Taxi: between Dist.: airport and Time: destination)	N.A.
New York	Average $94.65 Range $62.00–$150.00	B $ 8.15 L $12.35 D $24.75	139.90	3.7	**161**	8.00	**La Guardia** Limo: $6.00 Taxi: $12.00 Dist.: 8 mi. NE Time: 20–40 min. **Kennedy** Limo: $8.00 Taxi: $27.00 Dist.: 15 mi. SE Time: 35–60 min. **Newark** Limo: $4.00 Taxi: $32.50 Dist.: 16 mi. SW Time: 30–45 min.	71.15
Rochester	Average $56.30 Range $20.00–$115.00	B $ 5.05 L $ 6.60 D $16.25	84.20	8.4	**97**	4.60	Limo: None Taxi: $8.50 Dist.: 5 mi. SW Time: 10–20 min.	64.00
Syracuse	Average $55.70 Range $26.00–$119.00	B $ 4.30 L $ 6.35 D $14.60	80.95	8.1	**93**	4.70	Limo: None Taxi: $10.20 Dist.: 9 mi. NE Time: 15–20 min.	51.30
NORTH CAROLINA								
Charlotte-Gastonia-Rock Hill	Average $49.50 Range $22.00–$100.00	B $ 5.30 L $ 7.90 D $20.50	83.20	10.5	**96**	5.50	Limo: $4.20 Taxi: $10.00 Dist.: 8 mi. W Time: 20–25 min.	55.15
Greensboro-Winston-Salem-High Point	Average $52.40 Range $25.00–$95.00	B $ 4.00 L $ 6.50 D $14.40	77.30	7.8	**89**	6.00	Limo: $6.75 Taxi: $11.00 Dist.: 9 mi. W Time: 10–20 min.	N.A.
OHIO								
Akron	Average $47.80 Range $24.50–$90.00	B $ 5.10 L $ 6.25 D $15.00	74.15	3.4	**85**	4.70	Limo: $9.75 Taxi: $27.00 Dist.: 15 mi. SE Time: 20–30 min.	60.50
Canton	Average $46.75 Range $28.00–$57.00	B $ 3.15 L $ 5.85 D $11.50	67.25	9.3	**77**	4.00	Limo: None Taxi: $12.00 Dist.: 10 mi. NW Time: 15–20 min.	N.A.

N.A.—Not Available.

TABLE II-1 **Selling costs in 86 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1984–85	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Cincinnati	Average $49.95 Range $27.00–$80.00	B $ 5.10 L $ 6.70 D $15.75	$ 77.50	6.4%	**89**	$5.00	Limo: $6.00 Taxi: $14.00 Dist.: 13 mi. SW Time: 20–30 min.	$54.70
Cleveland	Average $50.65 Range $21.00–$90.00	B $ 3.60 L $ 6.80 D $15.75	76.80	7.0	**88**	5.00	Limo: None Taxi: $16.00 Dist.: 10 mi. SW Time: 20–40 min.	64.40
Columbus	Average $49.50 Range $20.00–$84.00	B $ 4.50 L $ 7.65 D $15.30	76.95	6.5	**88**	4.70	Limo: $4.75 Taxi: $11.50 Dist.: 7 mi. E Time: 25 min.	53.90
Dayton-Springfield	Average $40.50 Range $22.00–$86.00	B $ 4.50 L $ 5.95 D $13.40	64.35	6.1	**74**	3.50	Limo: $6.00 Taxi: $12.50 Dist.: 12.5 mi. N Time: 20–25 min.	56.15
Toledo	Average $54.90 Range $34.00–$96.00	B $ 4.80 L $ 6.00 D $17.55	83.25	8.7	**96**	5.20	Limo: $13.00 Taxi: $24.00 Dist.: 17 mi. SW Time: 20–30 min.	58.15
OKLAHOMA								
Oklahoma City	Average $50.95 Range $28.00–$92.00	B $ 5.10 L $ 7.10 D $14.20	77.35	8.6	**89**	5.00	Limo: $5.75 Taxi: $11.50 Dist.: 11 mi. SW Time: 15–25 min.	52.85
Tulsa	Average $47.60 Range $23.00–$110.00	B $ 4.70 L $ 6.25 D $13.50	72.05	4.6	**83**	4.50	Limo: $8.00 Taxi: $10.00 Dist.: 9 mi. NE Time: 20–30 min.	N.A.
OREGON								
Portland	Average $59.00 Range $30.00–$125.00	B $ 5.00 L $ 6.75 D $14.90	85.65	4.9	**98**	4.00	Limo: $4.00 Taxi: $16.50 Dist.: 9 mi. NE Time: 25–30 min.	50.15
PENNSYLVANIA								
Harrisburg-Lebanon-Carlisle	Average $54.15 Range $22.00–$84.00	B $ 4.00 L $ 7.55 D $13.00	78.70	5.3	**90**	5.90	Limo: $12.00 Taxi: $14.00 Dist.: 9 mi. S Time: 45 min.	60.15
Philadelphia	Average $66.60 Range $30.00–$114.00	B $ 5.65 L $ 7.90 D $16.00	96.15	6.9	**110**	5.00	Limo: $12.00 Taxi: $15.00 Dist.: 8 mi. SW Time: 30–40 min.	61.10
Pittsburgh	Average $63.55 Range $29.00–$125.00	B $ 5.60 L $ 7.30 D $17.55	94.00	3.7	**108**	5.50	Limo: $6.00 Taxi: $22.00 Dist.: 14 mi. W Time: 35–40 min.	50.55
RHODE ISLAND								
Providence-Pawtucket-Woonsocket	Average $64.60 Range $28.00–$111.00	B $ 4.55 L $ 7.00 D $16.40	92.55	4.2	**106**	5.00	Limo: None Taxi: $14.00 Dist.: 7 mi. S Time: 15–20 min.	64.50

N.A.—Not Available.

TABLE II-1 **Selling costs in 86 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1984–85	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
TENNESSEE								
Memphis	Average $45.05 Range $30.00–$75.00	B $ 5.40 L $ 6.55 D $14.30	$71.30	8.0%	82	$5.00	Limo: $5.00 Taxi: $15.00 Dist.: 9 mi. SE Time: 15–25 min.	$52.80
Nashville-Davidson	Average $49.05 Range $28.00–$99.00	B $ 4.85 L $ 6.40 D $15.75	76.05	6.1	87	6.00	Limo: None Taxi: $9.00 Dist.: 6 mi. SE Time: 20–25 min.	56.15
TEXAS								
Austin	Average $67.55 Range $42.00–$125.00	B $ 5.35 L $ 7.55 D $18.50	98.95	4.7	114	5.50	Limo: None Taxi: $6.50 Dist.: 4 mi. NE Time: 10–20 min.	48.10
Dallas	Average $61.70 Range $34.00–$115.00	B $ 7.05 L $ 9.95 D $17.80	96.50	7.1	111	6.00	Limo: $8.00 Taxi: $21.50 Dist.: 21 mi. NW Time: 25–40 min.	51.10
Fort Worth-Arlington	Average $52.60 Range $34.00–$106.00	B $ 4.35 L $ 7.00 D $16.20	80.15	5.2	92	5.50	Limo: $6.00 Taxi: $22.00 Dist.: 24 mi. NE Time: 30–40 min.	N.A.
Houston	Average $64.00 Range $34.00–$170.00	B $ 5.60 L $ 7.80 D $18.85	96.25	3.8	110	6.20	Limo: $6.50 Taxi: $22.50 Dist.: 22 mi. N Time: 30–50 min.	45.25
San Antonio	Average $49.05 Range $30.00–$112.00	B $ 4.15 L $ 7.30 D $12.70	73.20	–.3	83	6.00	Limo: $5.00 Taxi: $10.75 Dist.: 8 mi. N Time: 15–20 min.	43.50
UTAH								
Salt Lake City-Ogden	Average $50.30 Range $30.00–$114.00	B $ 5.65 L $ 6.60 D $15.20	77.75	5.8	89	5.00*	Limo: None Taxi: $8.50 Dist.: 6 mi. NW Time: 15–20 min.	50.50
VIRGINIA								
Norfolk-Virginia Beach-Newport News	Average $54.20 Range $26.00–$105.00	B $ 4.70 L $ 6.70 D $16.00	81.60	7.2	94	5.00	Limo: $4.75 Taxi: $11.00 Dist.: 6 mi. NE Time: 15–25 min.	46.85
WASHINGTON								
Seattle	Average $67.80 Range $30.00–$150.00	B $ 5.50 L $ 7.75 D $16.25	97.30	9.5	112	4.50	Limo: $4.75 Taxi: $20.75 Dist.: 13 mi. S Time: 20–30 min.	48.15
WISCONSIN								
Milwaukee	Average $50.30 Range $25.00–$90.00	B $ 4.75 L $ 7.55 D $16.40	79.00	5.0	91	5.00	Limo: $5.50 Taxi: $16.00 Dist.: 7 mi. S Time: 15–25 min.	56.45

N.A.—Not Available.

*In Salt Lake City, only private clubs may serve mixed drinks, in public restaurants, drinks may be purchased via a pour your own mini bottle plus a set up fee.

TABLE II-2 **Selling costs in major Canadian markets***

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1984–85	Per Diem Index	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Calgary, Alberta	Average $66 80 Range $39.00–$106.00	B $ 6.25 L $ 8.20 D $18.85	$100.20	2.0%	**92**	$5.80	Limo: $5.00 Taxi: $12.50 Dist.: 5 mi. NE Time: 30 min.	N.A.
Montreal, Quebec	Average $88.80 Range $46.00–$150.00	B $ 6.45 L $11.85 D $16.60	123.70	5.2	**114**	9.00	Limo: $5.50 Taxi: $19.00 Dist.: 14 mi. W Time: 30–45 min.	N.A.
Ottawa, Ontario	Average $68.75 Range $47.00–$99.00	B $ 5.75 L $ 8.45 D $15.75	98.70	4.2	**91**	7.00	Limo: $4.50 Taxi: $14.00 Dist.: 5 mi. S Time: 20–30 min.	N.A.
Toronto, Ontario	Average $81.55 Range $38.00–$140.00	B $ 6.55 L $10.05 D $18.30	116.45	.7	**107**	7.00	Limo: $6.50 Taxi: $20.00[1] Dist.: 18 mi. NW Time: 30–45 min.	N.A.
Vancouver, British Columbia	Average $82.95 Range $48.00–$142.00	B $ 7.80 L $ 9.05 D $19.45	119.25	.8	**110**	8.00	Limo: $5.00 Taxi: $13.00 Dist.: 11 mi. SW Time: 30–40 min.	N.A.
Winnipeg, Manitoba	Average $58.85 Range $28.00–$99.00	B $ 7.15 L $10.80 D $16.40	93.20	– .2	**86**	8.00	Limo: $4.00 Taxi: $7.00 Dist.: 4 mi. W Time: 15 min.	N.A.

DEFINITIONS: **Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1984 to 1985 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of all-Canadian average (an index of 102, for example, means that the area's total cost is 2% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Driving times are approximate. **Auto rental:** Costs are not available due to discontinued publication of the *Official Airline Guide—Ground Transportation* supplement.

Notes: **Average** is the sum of the dollar amounts divided by the number of responses.

Median is the dollar amount that has an equal number of responses above and below it. All costs are in Canadian dollars.

*In Canadian dollars.

N.A.—Not Available.

[1] Represents fare for four riders.

Sources: *Sales and Marketing Management;* American Hotel Assn.: *1985 Hotel & Motel Red Book; Hotel and Travel Index;* Crampton Associates, Inc.: *Airport Transit Guide*, Glen Ellyn, IL.

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

TABLE II-3

Meal & lodging tax rates by metropolitan market

U.S. Metro Area	Lodging Tax	Meal Tax
Akron	11.5%	5.5%
Albany-Schenectady-Troy	8.0	7.0
Albuquerque	9.375	4.6
Anaheim-Santa Ana	8.0	6.0
Atlanta	8.0	5.0
Austin	11.0	6.0
Baltimore	11.0	5.0
Birmingham	7.0	7.0
Boston	9.7	5.0
Boulder	9.2	5.85
Bridgeport-Stamford Norwalk-Danbury	7.5	7.5
Buffalo	11.0	8.0
Canton	11.0	5.0
Charlotte-Gastonia-Rock Hill	7.5	4.5
Chicago	10.1	8.0
Cincinnati	10.0	5.5
Cleveland	12.5	6.5
Columbus	11.5	5.5
Dallas	9.0	6.0
Dayton-Springfield	12.5	6.5
Denver	8.7	6.7
Des Moines	11.0	4.0
Detroit	10.0	4.0
Fort Lauderdale-Hollywood-Pompano Beach	7.0	5.0
Fort Worth-Arlington	11.0	5.25
Fresno	9.0	6.0
Grand Rapids	7.0	4.0
Greensboro-Winston-Salem-High Point	7.5	4.5
Harrisburg-Lebanon-Carlisle	6.0	6.0
Hartford-New Britain-Bristol-Middletown	7.5	7.5
Honolulu	4.0	4.0
Houston	11.0	6.25
Indianapolis	10.0	6.0
Jacksonville	9.0	5.0
Jersey City-Bergen-Passaic	6.0	6.0
Kansas City	10.0	7.0
Las Vegas	7.0	5.75
Little Rock-North Little Rock	7.0	7.0
Long Branch-Asbury Park	6.0	6.0
Los Angeles-Long Beach	10.0	6.5
Louisville	9.2	5.0
Memphis	12.75	7.75
Miami-Hialeah	10.0	5.0
Milwaukee	11.0	5.0
Minneapolis-St. Paul	9.0%	6.0%
Nashville-Davidson	10.75	7.75
Nassau-Suffolk (Long Island)	8.25	8.25[1]
New Bedford-Fall River-Attleboro	5.7	5.0
New Brunswick-Perth Amboy-Sayreville	6.0	6.0
New Haven-Waterbury-Meriden	7.5	7.5
New Orleans	11.0	9.0
New York	8.25	8.25
	(Plus $2 Surcharge)	
Newark	6.0	6.0
Norfolk-Virginia Beach-Newport News	7.0	8.0
Oakland	8.0	6.5
Oklahoma City	7.2	5.25
Omaha	8.0	5.0
Orlando	7.0	5.0
Oxnard-Ventura	9.0	6.0
Philadelphia	9.0	6.0
Phoenix-Scottsdale	7.5	6.0
Pittsburgh	9.0	6.0
Portland	6.0	—
Providence-Pawtucket-Woonsocket	8.0	6.0
Riverside-San Bernardino	8.0	6.0
Reno	7.0	6.0
Rochester	9.0	7.0
Sacramento	10.0	5.6
St. Louis	9.85	7.0
Salt Lake City-Ogden	9.85	5.75
San Antonio	10.0	5.6
San Diego	7.0	6.0
San Francisco	9.75	6.5
San Jose	8.0	7.0
Seattle	12.9	8.0
Springfield, IL	10.0	7.0
Springfield, MA	5.7	5.0
Syracuse	10.0	7.0
Tampa-St. Petersburg-Clearwater	7.0	5.5
Toledo	12.0	5.5
Tucson	8.0	7.0
Tulsa	11.25	6.25
Washington, DC	10.0	7.0
	(Plus $1 Surcharge)	
West Palm Beach-Boca Raton-DelRay Beach	7.0	5.0
Wichita	9.0	4.0
Wilmington	6.0	—
Worcester-Fitchburg-Leominster	5.7	5.0

Note: Tax rates are for the first city in a given metro area.

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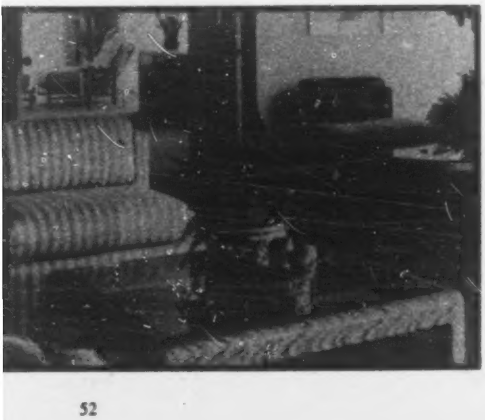
[1] Average for establishments polled by S&MM. Rates may vary slightly among the townships in the two counties.



Canadian Metro Area	Lodging Tax	Meal Tax
Calgary	—	—
Montreal	—	10.0%
Ottawa	5.0%	7.0
Toronto	5.0	7.0
Vancouver	7.0	7.0
Winnipeg	6.0	6.0

Source: Sales and Marketing Management survey.

Compensation

Definitions

Field sales personnel

Sales trainee: Anyone who is learning about the company's products, services, and policies, as well as proven sales techniques, in preparation for sales assignments.

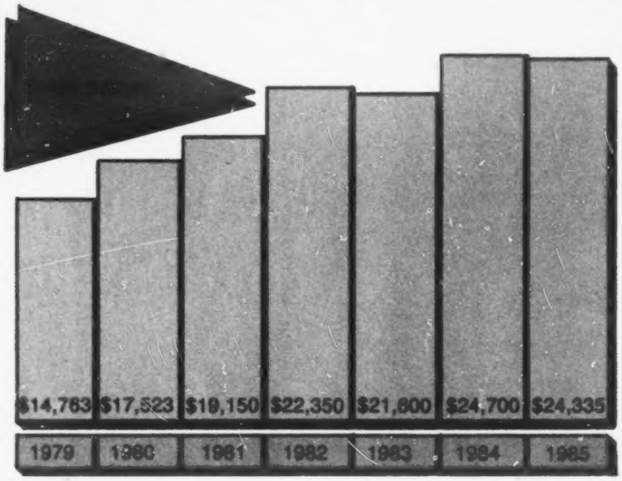
Salesperson Grade A: A "regular" salesperson who has little or no selling experience except that which has been acquired in the company's sales training program. He contacts established and prospective customers to develop interest in the company's products and to sell them.

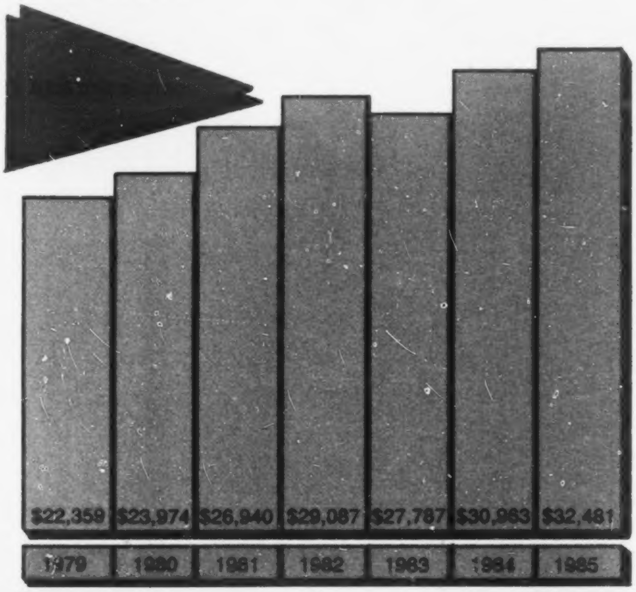
Salesperson Grade B: A salesperson who has broad knowledge of the company's products and services and sells in a specifically assigned territory. He maintains contact with established customers and develops new prospects.

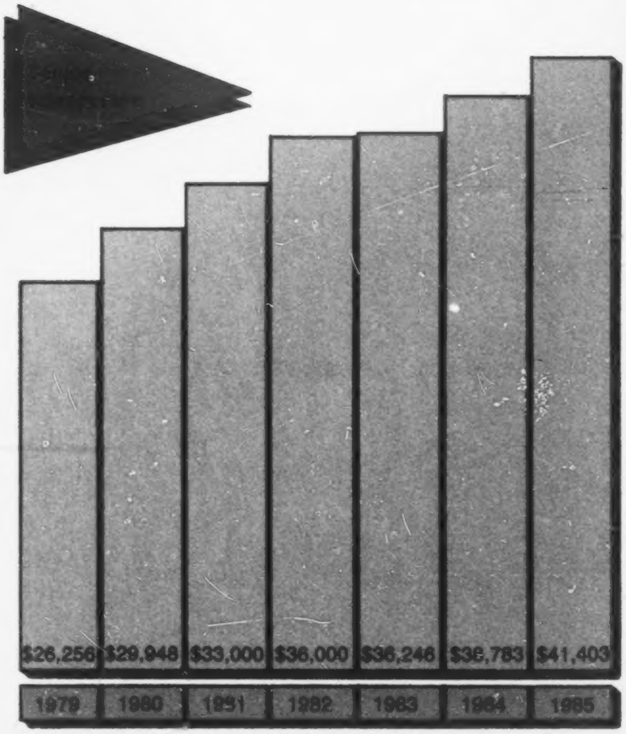
Senior salesperson: A salesperson at the highest level of selling responsibility. He is completely familiar with the company's products, services, and policies; he usually has years of experience and is assigned to major accounts and territories.

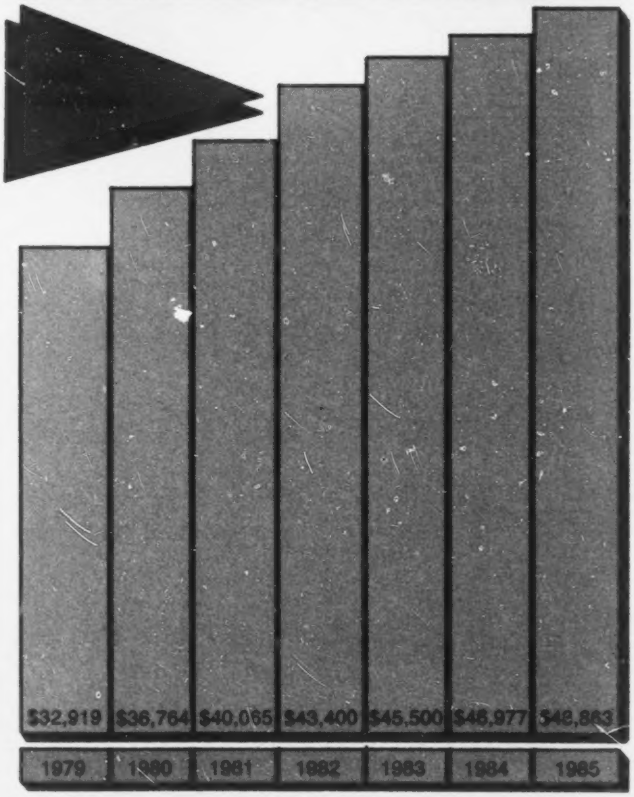
TABLE III-1

How salespeople's total compensation is growing









Note: Salaries plus commission incentives. Figures apply to consumer goods, industrial goods, and "other," that is, insurance, services, transportation, and utilities and represent medians.
Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

Sales supervisor: A veteran salesperson who, because of his abilities and experience, leads others. Although his primary function is to direct the activities of and train salespeople and sales trainees, he may also sell to selected key accounts.

Sales-support personnel

Level I: This individual performs assigned tasks, using established procedures that require little evaluation. Generally reports to a supervisor.

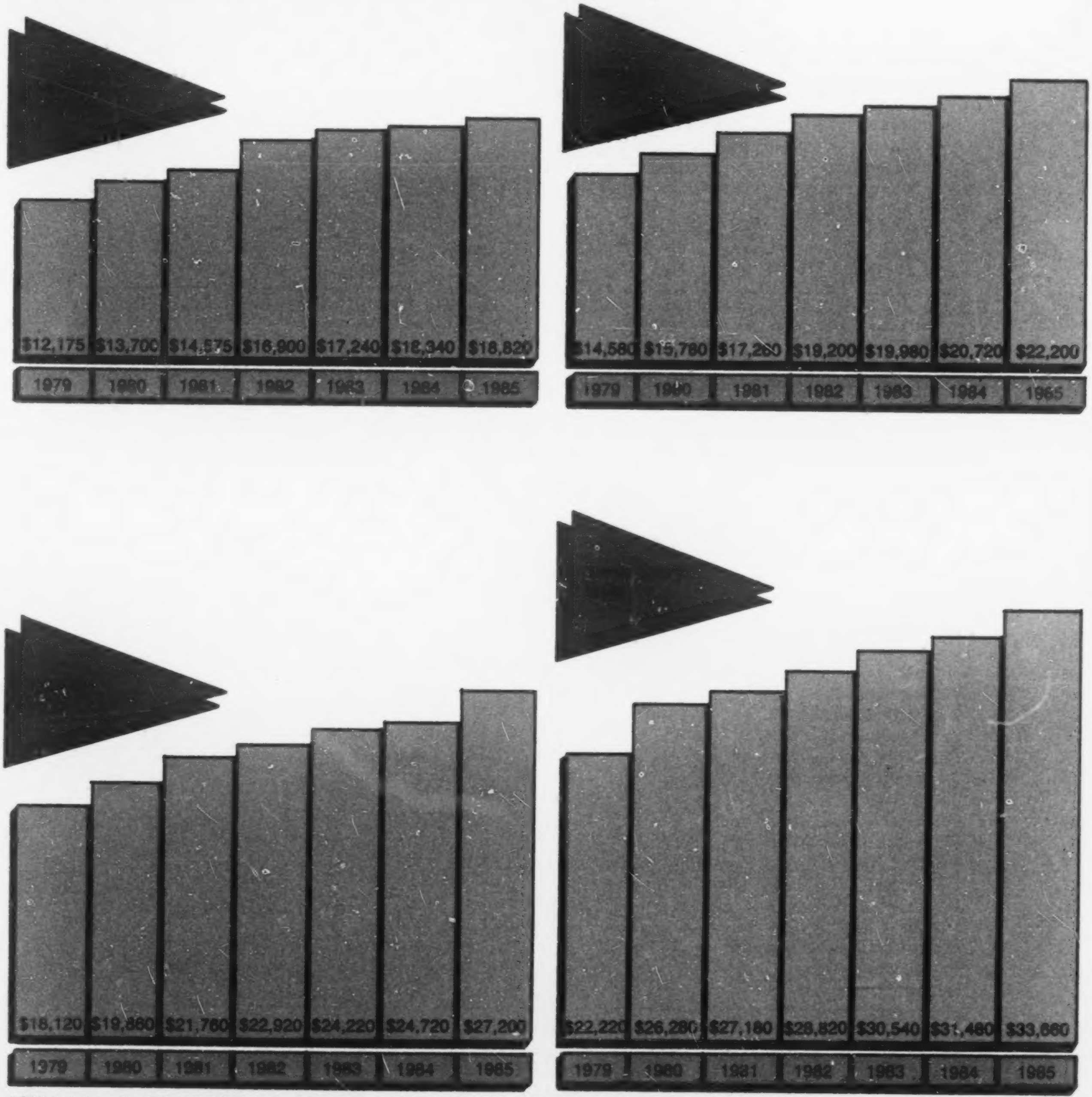
Level II: An intermediate-level worker who performs tasks involving limited responsibilities and standard procedures. Some originality and evaluation is required.

Level III: The highest nonsupervisory worker, expected to exercise considerable originality and make evaluations. On occasion, this person assists in training and supervising trainees and Level I employees.

Supervisor: This individual's primary job is to direct others in the accomplishment of assigned work. He also consults with superiors on more complex phases of assigned work.

TABLE III-2

How compensation for sales-support personnel is growing



NOTE: Includes sales analysts, inside customer service representatives, sales correspondents, sales training representatives, and exhibit and display coordinators. Figures represent medians.

Source: Executive Compensation Service, Inc.; a subsidiary of the Wyatt Co.

TABLE III-3

Salespeople's annual compensation

	Consumer Products			Industrial Products		
Salesperson Level	**1985**	**1984**	**% Change**	**1985**	**1984**	**% Change**
Sales trainee						
Straight salary	**$18,700**	$18,150	+ 3.0%	**$21,600**	$20,647	+ 4.6%
Salary plus incentive						
Salary	**18,000**	20,150	−10.7	**20,300**	20,490	− 0.9
Incentive	**3,300**	2,250	+46.6	**4,500**	3,315	+35.7
Total	**21,300**	22,300	− 4.5	**24,800**	25,175	− 1.5
A&B salespeople						
Straight salary	**26,300**	22,850	+15.1	**28,200**	29,621	− 4.8
Salary plus incentive						
Salary	**23,000**	20,520	+12.1	**26,400**	24,880	+ 6.1
Incentive	**6,200**	6,080	+ 2.0	**6,780**	8,300	−22.4
Total	**29,200**	26,660	+ 9.5	**34,100**	32,195	+ 5.9
Senior salespeople						
Straight salary	**35,700**	30,770	+16.0	**37,400**	37,036	+ 1.0
Salary plus incentive						
Salary	**30,700**	26,640	+15.2	**32,300**	30,156	+ 7.1
Incentive	**8,500**	7,780	+ 9.3	**10,300**	9,556	+ 7.8
Total	**39,200**	34,120	+14.9	**42,600**	40,419	+ 5.4
Sales supervisor						
Straight salary	**37,000**	38,433	− 3.7	**47,600**	43,358	+ 9.8
Salary plus incentive						
Salary	**39,300**	35,300	+11.2	**39,500**	37,800	+ 4.5
Incentive	**8,600**	7,580	+13.5	**10,300**	10,020	+ 2.8
Total	**47,900**	43,980	+ 8.9	**49,800**	47,247	+ 5.4

Note: Wide fluctuations between years reflect changes in the organizations that reported data. It should also be noted that in the "salary plus incentive" category, the "total" compensation will not equal the sum of the "salary" and "incentive" components because not all respondents provided information for each of the components.
Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

TABLE III-4

Sales force selling expenses as a percentage of sales in major industries

	Compensation		T&E Expenses		Total	
Industry	**1985**	**1984**	**1985**	**1984**	**1985**	**1984**
Consumer Goods						
Durable goods	1.8%	2.1%	0.7%	1.3%	**2.5%**	3.4%
Ethical pharmaceuticals, surgical supplies & equipment, proprietary drugs & toiletries*	3.4*	5.2	1.6*	1.7	**5.0***	6.9
Food	1.4	1.9	0.5	0.5	**1.9**	2.4
Major household items	1.8	3.3	0.6	0.7	**2.4**	4.0
Industrial goods						
Automotive parts & accessories	2.2	2.6	0.7	1.0	**2.9**	3.6
Building materials	1.2	1.2	0.3	0.5	**1.5**	1.7
Chemicals & petroleum	1.6	2.4	0.5	0.4	**2.1**	2.8
Computers	1.5	4.2	0.4	1.7	**1.9**	5.9
Containers, packaging materials & paper	0.4	1.0	0.2	0.2	**0.6**	1.2
Electrical equipment	1.5	1.6	0.5	0.6	**2.0**	2.2
Electronics	2.2	3.4	1.6	1.3	**3.8**	4.7
Fabricated metals (heavy)	1.5	1.0	0.5	0.4	**2.0**	1.4
Fabricated metals (light)	2.0	2.5	0.7	1.4	**2.7**	3.9
Fabrics & apparel	2.1	2.2	0.7	0.5	**2.8**	2.7
Iron & steel	0.8	1.4	0.3	0.6	**1.1**	2.0
Machinery (heavy)	2.1	2.0	0.8	0.7	**2.9**	2.7
Machinery (light)	1.3	3.3	1.2	1.3	**2.5**	4.6
Office & educational equipment	8.2	2.1	1.2	1.2	**9.4**	3.3
Printing & publishing	5.5	5.2	1.1	1.3	**6.6**	6.5
Rubber, plastics & leather	1.6	1.9	0.8	1.0	**2.8**	2.9

Note: Includes only salespeople's total compensation plus their expenses, that is, travel, lodging, meals, and entertainment. It should be noted that some of the differences between years reflect changes in the organizations that reported data. Also, percentages in this table are percentages of sales by the sales force.

*Combined categories previously reported separately.

Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

TABLE III-5

Total selling expenses as a percentage of company sales

Industry	1985	1984
Consumer goods		
Durable goods	6.3%	14.8%
Ethical pharmaceuticals, surgical supplies & equipment, proprietary drugs & toiletries	6.9	9.2
Food	2.7	7.9
Major household items	5.8	5.4
Industrial goods		
Automotive parts & accessories	2.1	5.4
Building materials	2.4	3.9
Chemicals & petroleum	3.1	3.9
Computers	2.9	6.2
Containers, packaging materials, & paper	1.1	1.5
Electrical equipment	5.4	4.3
Electronics	4.2	4.8
Fabricated metals (heavy)	1.9	3.6
Fabricated metals (light)	6.4	5.8
Fabrics & apparel	4.5	3.8
Iron & steel	1.8	2.5
Machinery (heavy)	5.8	5.7
Machinery (light)	8.5	7.2
Office & educational equipment	10.4	13.8
Printing & publishing	7.0	10.0
Rubber, plastics & leather	4.3	3.1

Note: Selling expenses cover cost of median compensation of salespeople and sales management, travel, lodging, meals and entertainment, advertising, and promotion. One of the major difficulties encountered in gathering such information is that wide differences exist between companies in the definition of selling expenses and the costs included in such figures. In addition, some of the differences between years reflect changes in the organizations that reported data.
Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

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TABLE III-6

Alternative sales compensation and incentive plans

	% Of Companies Using Plans				
Method	All Industries 1985	All Industries 1984	Consumer Products 1985	Industrial Products 1985	Other Commerce/ Industry 1985
Straight salary	17.4%	17.1%	9.3%	14.1%	30.4%
Draw against commission	6.5	6.8	7.5	6.0	7.0
Salary plus commission	30.7	29.0	22.4	35.8	23.4
Salary plus individual bonus	33.7	33.6	45.8	32.5	29.3
Salary plus group bonus	2.7	2.3	4.7	2.1	2.9
Salary plus commission plus bonus	9.0	11.2	10.3	9.5	7.0
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Note: Some year-to-year differences reflect changes in the organizations reporting data.
Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

TABLE III-7

Starting salaries of trainees with college degrees

Functional Area	Average Annual Salary 1985	Average Annual Salary 1984	% Change 1985–84
Bachelor's Degree			
Sales-nontechnical degree	$19,116	$18,300	+ 4.5%
Sales-technical degree	26,004	23,484	+10.7
M.B.A. Candidates			
Business administration, industrial management, or commerce			
With nontechnical undergraduate degree[1]	$28,584	$28,500	+ 0.29%
With technical undergraduate degree	30,444	30,492	− 0.16

[1] Less than one year full-time, nonmilitary employment.
Note: The salary survey is a study of beginning salary offers made to graduating students during the recruiting period September through June. The salary survey reports offers, not acceptances, with no limit on the number of offers per student. The data are submitted by 187 placement offices throughout the U.S.
Source: College Placement Council, *Salary Survey—a Study of 1984–85 Beginning Offers*, © 1985.

TABLE III-8

Starting salaries of college graduates to be hired

Field	Class Of 1986	Class Of 1985	% Change 1985–1986
Bachelor's Degree			
Sales-marketing	$20,688	$20,616	+0.35%
Business administration	21,324	19,896	+7.2
M.B.A. Degree			
With technical B.S.	$28,944	$31,800	−9.9
With nontechnical B.A.	31,548	30,348	+3.9

Note: Salaries shown are what companies offered, not what they actually paid.
Source: Northwestern University Placement Center, *The Endicott Report 1986*; ©1986.

TABLE III-9

Salary statistics for M.B.A. graduates entering marketing

Field	Range	Average
Sales	$27,960–$48,000	$34,851
Marketing research	25,000–42,300	34,633
Brand or product management	25,000–50,000	39,046
Marketing services	28,000–43,000	36,949

Note: The survey sample includes graduates with 2–4 years experience prior to receiving their M.B.A.
Source: *1985 MBA Placement Survey*, Wharton Graduate School, Univ. of Pennsylvania.

TABLE III-10

Manufacturers' representatives' commissions

Product Market	1985 % Of Commission Paid		
	High	Average	Low
Abrasives	11.42%	9.04%	6.67%
Advertising Products & Services	24.23	16.17	8.11
Aerospace & Aviation	9.73	7.44	5.15
Agriculture/Chemicals	13.37	10.24	7.12
Agriculture/Equipment & Machinery	8.68	7.02	5.42
Appliances	6.21	5.21	4.21
Architects & Interior Designers	16.29	11.33	6.37
Arts & Crafts	11.13	8.33	5.54
Automotive/Aftermarket	9.88	7.32	4.77
Automotive/OEM	6.31	5.15	4.00
Beauty Salon & Barber Equipment & Supplies	12.33	9.83	6.33
Building Materials & Supplies	10.68	7.65	4.62
Castings & Forgings	6.05	5.27	4.49
Chemicals/Industrial	14.14	11.57	9.00
Chemicals/Maintenance	20.88	15.83	10.79
Coatings	14.02	10.60	7.19
Computer/Hardware, Software & Peripheral Equipment & Supplies	13.13	9.99	6.85
Construction Equipment & Machinery	12.68	9.57	6.47
Controls & Instrumentation	18.14	13.58	9.03
Electrical/Consumer	6.70	5.64	4.58
Electrical/Technical & Industrial	12.60	9.53	6.46
Electronic/Communications, Audio-Visual & Professional Products	10.38	8.46	6.54
Electronic/Components & Materials	8.40	6.68	4.97
Electronic/Consumer Products	6.53	5.14	3.76
Electronic/Technical Products	12.16	9.61	7.07
Energy	16.14	11.79	7.45
Fasteners	7.46	6.34	5.22
Food/Chemicals	22.50	15.62	8.75
Food/Processing	13.47	9.98	6.50
Food/Products & Services	16.00	15.00	14.00
Food Service & Equipment	11.05	8.75	6.45
Furniture & Furnishings	11.86	8.75	5.65
Gas, Oil & Petroleum Products & Services	15.02	10.89	6.77
Glass Industry/Raw Materials & Products	9.33	7.99	6.66
Government	9.79	7.33	4.87
Graphics/Printing	13.97	10.54	7.11
Hardware/Houseware	9.38	7.13	4.89
Heating, Ventilation, Air Conditioning	15.56	11.10	6.64
Heavy Duty Truck-Trailer Equipment	8.82	6.99	5.17
Home Improvement	8.10	6.46	4.82
Import-Export	11.82	8.83	5.85
Industrial Equipment & Machinery	16.05	11.53	7.02
Industrial Supplies	13.80	10.29	6.78
Lubricants	13.50%	11.25%	9.01%
Lumber Industry	6.38	5.05	3.73
Machining Services	7.57	6.33	5.10
Maintenance Supplies	17.25	13.87	10.50
Marine	12.83	9.81	6.79
Material Handling	13.85	10.34	6.84
Medical Supplies & Services	18.18	13.25	8.33
Metals/Processing, Assemblies & Products	7.61	6.22	4.83
Metals/Raw Materials	6.66	5.04	3.42
Mining	12.77	9.41	6.05
Mobile Homes, Accessories & Supplies	7.75	6.35	4.95
Nursery/Florist	10.00	7.45	4.91
Office Supplies & Equipment	13.78	9.89	6.00
Optical Supplies	9.71	8.42	7.14
Packaging & Plastics	8.79	7.26	5.73
Paints & Varnishes	11.08	8.54	6.01
Paper Industry	15.00	11.16	7.32
Photographic Supplies	13.85	10.46	7.07
Plastics	7.51	6.18	4.86
Plumbing	10.54	7.77	5.01
Pollution Products & Services	16.88	12.04	7.21
Power Transmission	10.98	8.12	5.26
Process Equipment	16.67	11.73	6.79
Pumps	17.25	12.96	8.67
Recreational Vehicle/Aftermarket & OEM	8.86	6.98	5.10
Refractories	15.18	11.36	7.54
Retail Consumer Products & Services	11.88	8.48	5.08
Robotics	12.39	10.27	8.16
Rubber Products	7.00	5.92	4.84
Safety, Emergency & Security Products	13.39	10.95	8.51
Scientific Research Equipment & Supplies	20.70	14.85	9.00
Screw Machine Products	6.20	5.45	4.70
Sporting Goods Supplies & Accessories	10.97	8.13	5.29
Stampings	5.85	5.20	4.56
Steel Mills & Foundries	8.12	6.52	4.93
Textile/Apparel Trade	8.37	7.12	5.87
Textile/Carpet, Drapery & Related Materials	6.66	4.33	2.00
Textile/Industrial	6.65	6.01	5.38
Toys, Gifts & Novelties	12.82	9.33	5.85
Transportation	6.33	5.49	4.66
Tubing	6.84	5.64	4.44
Utilities	14.69	10.94	7.19
Veterinary	13.37	8.93	4.50
Water Treatment Equipment & Products	15.30	11.66	8.03
Welding	8.70	7.07	5.45

Source: Manufacturers' Agents National Assn., *1985 Survey of Sales Commissions.*

Sales meetings and sales training

Step-by-step sequence in preparing a sales meeting budget

Using information from *S&MM's Survey of Selling Costs*, a marketer can get a more reliable fix on the costs of a sales meeting. In the hypothetical example used here, a two-day divisional meeting is planned for Denver. Of the 48 people who will attend, 43 will arrive from out of town the evening before the meeting starts.

Hotel Costs	1. City (Denver)	2. No. of Meeting Participants	3. No. of Times Cost Is Incurred	4. Cost Per Person	11. Total Cost Per Meeting
5. Lodging	$80.00	48	91	$86.96	$ 7,913
6. Meals					
Breakfast	7.95	48	96	7.95	763
Lunch	9.95	48	96	9.95	955
Dinner	17.00	53	53	17.00	901
7. Coffee breaks	5.05	48	144	5.05	727
8. Cocktail party	17.25	53	53	8.65	458
9. Meeting room					—
10. Hospitality-suite rental					—
12. Subtotal (hotel costs)					**$11,717**
Supplementary costs					
13. Audiovisual rental					$ 288
14. Meals away from hotel					706
15. Transportation from airport to meeting site					530
16. Automobile rental					—
17. Transportation to and from meeting city					8,150
18. Entertainment, printed materials, handouts, etc.					1,295
19. Subtotal (supplementary costs)					**$10,969**
20. Grand Total					**$22,686**
21. Number of Participants					48
22. Average cost per participant					**$ 473**

Hotel costs

1. According to Table IV-4: Sales Meeting Costs (page 69), median group lodging rates range from $55 to $110 for a single room. For budget purposes, the sales manager plans to use a hotel that charges no more than $80 daily (Column 1, Line 5).
2. He enters the number of meeting participants who will attend each function in items 5 thru 8.
3. The 43 people arriving the night before will need lodging for two nights, the other 5 only one night, so the number of times the lodging cost is incurred comes to 91 (Column 3, line 5).
4. Table II-3: Meal and Lodging Tax Rates (page 52) indicates that Denver has a 8.7% room tax, which brings the cost per person to $86.96.
5. Multiplying this figure by the figure in column 3 results in a total lodging cost of $7,913 (Column 11, Line 5).
6. Referring again to Table IV-4, he enters the cost of group meals in Column 1, Line 6: Breakfast, $7.95, Lunch, $9.95, and Dinner, $17.00. The two-day meeting will require two breakfasts and two lunches so the number of times those individual costs are incurred comes to 96. Multiplying that figure by each meal cost results in a total breakfast cost of $763, and a total lunch cost of $955. A reception and dinner will be held in the hotel at the end of the first day, and 5 people from top management will attend as guest speakers, bringing the number of attendees to 53. Multiplying that number by the meal cost results in a total dinner cost of $901.
7. The meeting will end early the afternoon of the second day so only three coffee breaks are planned (Column 3, Line 7).
8. Although the median rate for a 2-hour reception is $17.25 (as indicated in Table IV-4), the sales manager plans only a 1-hour function and cuts the cost in half to $8.65 (Column 4, Line 8).
9. Because he has reserved sleeping rooms and will have sizable meal functions, the sales manager knows that the hotel will waive meeting room charges.
10. The same applies to hospitality-suite rental.
11. The total cost for each function is derived by multiplying the cost of each function by the number of times the cost will be incurred (Column 11).
12. Adding the functional costs in Column 11 results in a total hotel cost of $9,785.

Supplementary costs

13. The sales manager would have no audiovisual rental cost because he will use the overhead projector and screen normally furnished by hotels; however, he plans to rent a large TV screen and player for entertainment during the dinner function and he determines from Table V-5 (page 102) that he can expect to pay about $288 for this equipment (Line 13).
14. Dinner costs will have to be allowed for the 43 attendees arriving on the night before the meeting. Table II-1: Metro Sales Costs (page 36) shows that a dinner in Denver costs about $15.40. Table II-3 shows that Denver adds a 6.7% tax to meals, which brings the cost per person to $16.43. Multiplying this figure by 43 results in a $706 cost for meals away from the hotel (Line 14).
15. The taxi fare from airport to downtown, also found in Table II-1, indicates that the total cost for this item will come to $530 (Line 15).
16. The attendees will spend all their time at the meeting, hence there will be no need for auto rentals (Line 16).
17. The traffic department tells the sales manager that air coach fares for flying the 43 out-of-towners to Denver will aggregate $8,150. (Line 17).
18. The cost for transparencies, printed workshop materials, and the like is budgeted at $1,295 (Line 18).
19. Adding up the various supplementary items results in a subtotal of $10,969 (Line 19).
20. Combining hotel and supplementary costs provides a grand total of $22,686 (Line 20).
21. The number of participants is 48.
22. Dividing grand total costs by 48 results in an average cost per participant of $473 (Line 22). If this same procedure is followed for calculating the per-participant cost of other candidate cities, the sales manager will learn which location is a more economical choice.

TABLE IV-1

Average cost of sales training per salesperson

	Training Cost* Including Salary		% Change	Median Training Period (Weeks)	
Type Of Company	**1985**	**1984**	**1984–85**	**1985**	**1984**
Industrial products	**$26,670**	$25,700	3.8%	17	18
Consumer products	**18,560**	17,810	4.2	20	18
Services**	**19,320**	18,100	6.7	13	13

*In addition to salary, covers such items as instructional materials prepared, purchased, and rented for training program; transportation and living expenses incurred during training course; instructional staff; outside seminars and courses; and management time spent with salesperson when it is a part of the training budget.

**Includes insurance, financial, utilities, transportation, retail stores, etc.

TABLE IV-2

Sites most frequently used for sales training

	% Of Companies Conducting Training At This Location			Median Length of Training Time At This Location		
Location	**Industrial Products**	**Consumer Products**	**Services***	**Industrial Products**	**Consumer Products**	**Services***
Home office	67%	63%	58%	4 wk.	2 wk.	4 wk.
Field office	78	75	50	4 wk.	8 wk.	8 wk.
Regional office	56	38	45	6 wk.	2 wk.	3 wk.
Plant locations	22	13	0	2 wk.	1 wk.	0 wk.
Central training facility (away from home office)	33	13	18	2 wk.	2 wk.	2 wk.
Noncompany site (hotel, restaurant, club)	0	13	28	0 wk.	1 wk.	1 wk.

*Includes insurance, financial, utilities, transportation, retail stores, etc.
Note: Length of time should not necessarily be considered cumulative because not all training programs include all locations.

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TABLE IV-3

Length of training period for new salespeople

	Type Of Company	
	Industrial Products	
Time Period	**1985**	**1984**
0 to 6 wk.	27%	35%
Over 6 wk. to 3 mo.	18	20
Over 3 mo. to 6 mo.	37	40
Over 6 mo. to 12 mo.	9	5
Over 12 mo.	9	0
Total	**100%**	**100%**
Median Training Period (wk.)	**17**	**18**
	Consumer Products	
Time Period	**1985**	**1984**
0 to 6 wk.	22%	31%
Over 6 wk. to 3 mo.	33	51
Over 3 mo. to 6 mo.	45	18
Over 6 mo. to 12 mo.	0	0
Over 12 mo.	0	0
Total	**100%**	**100%**
Median Training Period (wk.)	**20**	**18**
	Service*	
Time Period	**1985**	**1984**
0 to 6 wk.	27%	35%
Over 6 wk. to 3 mo.	10	12
Over 3 mo. to 6 mo.	36	30
Over 6 mo. to 12 mo.	27	23
Over 12 mo.	0	0
Total	**100%**	**100%**
Median Training Period (wk.)	**13**	**13**

*Includes insurance, financial, utilities, transportation, retail stores, etc.
Source: Sales and Marketing Management survey.

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TABLE IV-4 **Sales meeting costs**

	Lodging (Group Rates)		Food And Beverage (Group Rates)		Hospitality Functions		Meeting Rooms
	Daily Room Rates						
City	Single	Double	Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Median Rental
Atlantic City, NJ	*Low:* Median $61.50 Range $40.00–$95.00 *High:* Median $86.50 Range $65.00–$125.00	*Low:* Median $61.50 Range $40.00–$95.00 *High:* Median $86.50 Range $65.00–$125.00	B—Median $10.20 Range $5.50–$15.50 L—Median $14.50 Range $9.45–$20.15 D—Median $31.60 Range $18.10–$57.50	Median $3.55 Range $2.90–$9.80	Median $150.00 Range $100.00–$200.00	Median $37.40 Range $23.00–$51.75	For 25: $100.00 For 50: $175.00 For 75: $250.00 For 100: $300.00
Atlanta, GA	*Low:* Median $70.00 Range $60.00–$92.00 *High:* Median $88.50 Range $70.00–$125.00	*Low:* Median $82.50 Range $70.00–$116.00 *High:* Median $103.50 Range $80.00–$150.00	B—Median $8.90 Range $5.75–$17.25 L—Median $10.65 Range $8.05–$16.10 D—Median $17.55 Range $11.50–$27.60	Median $3.30 Range $2.90–$4.60	Median $192.50 Range $100.00–$300.00	Median $19.00 Range $9.20–$34.50	For 25: $110.00 For 50: $150.00 For 75: $200.00 For 100: $260.00
Boston, MA	*Low:* Median $108.00 Range $70.00–$115.00 *High:* Median $145.00 Range $96.00–$150.00	*Low:* Median $123.00 Range $90.00–$135.00 *High:* Median $145.00 Range $96.00–$170.00	B—Median $10.35 Range $9.80–$13.25 L—Median $17.25 Range $9.80–$21.85 D—Median $23.00 Range $18.40–$40.25	Median $3.15 Range $1.70–$4.30	Median $275.00 Range $200.00–$700.00	Median $20.10 Range $11.50–$26.45	For 25: $200.00 For 50: $300.00 For 75: $500.00 For 100: $600.00
Chicago, IL	*Low:* Median $73.50 Range $59.00–$130.00 *High:* Median $95.00 Range $82.00–$140.00	*Low:* Median $83.50 Range $69.00–$145.00 *High:* Median $105.00 Range $92.00–$155.00	B—Median $8.90 Range $5.75–$13.25 L—Median $11.95 Range $10.35–$28.75 D—Median $17.85 Range $12.75–$34.50	Median $3.15 Range $2.30–$4.00	Median $187.50 Range $125.00–$250.00	Median $17.25 Range $11.50–$23.00	For 25: $125.00 For 50: $200.00 For 75: $250.00 For 100: $400.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting-room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales and Marketing Management survey.

TABLE IV-4 **Sales meeting costs**

City	Lodging (Group Rates)		Food And Beverage (Group Rates)		Hospitality Functions		Meeting Rooms
	Daily Room Rates Single	Daily Room Rates Double	Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Median Rental
Cleveland, OH	*Low:* Median $60.50 Range $45.00–$75.00 *High:* Median $71.50 Range $51.00–$85.00	*Low:* Median $72.50 Range $45.00–$90.00 *High:* Median $86.00 Range $60.00–$95.00	B—Median $9.50 Range $4.60–$13.80 L—Median $14.10 Range $8.05–$23.00 D—Median $21.55 Range $11.50–$34.50	Median $2.70 Range $1.75–$4.60	Median $250.00 Range $175.00–$400.00	Median $18.40 Range $11.45–$28.75	For 25: $100.00 For 50: $175.00 For 75: $225.00 For 100: $250.00
Dallas, TX	*Low:* Median $66.00 Range $46.00–$99.00 *High:* Median $88.50 Range $46.00–$125.00	*Low:* Median $76.00 Range $56.00–$114.00 *High:* Median $105.50 Range $56.00–$140.00	B—Median $9.40 Range $4.30–$28.75 L—Median $13.20 Range $8.00–$28.75 D—Median $21.85 Range $10.35–$69.00	Median $4.40 Range $2.30–$5.75	Median $215.00 Range $100.00–$425.00	Median $23.00 Range $17.25–$40.25	For 25: $150.00 For 50: $165.00 For 75: $200.00 For 100: $375.00
Denver, CO	*Low:* Median $64.00 Range $55.00–$94.00 *High:* Median $90.50 Range $63.00–$110.00	*Low:* Median $71.50 Range $61.00–$114.00 *High:* Median $103.50 Range $63.00–$125.00	B—Median $7.95 Range $6.30–$12.35 L—Median $9.95 Range $8.40–$20.15 D—Median $17.00 Range $12.65–$40.25	Median $5.05 Range $4.00–$5.75	Median $150.00 Range $100.00–$300.00	Median $17.25 Range $11.50–$28.75	For 25: $150.00 For 50: $200.00 For 75: $200.00 For 100: $350.00
Detroit, MI	*Low:* Median $94.00 Range $45.00–$95.00 *High:* Median $109.00 Range $65.00–$109.00	*Low:* Median $94.00 Range $45.00–$105.00 *High:* Median $109.00 Range $72.00–$119.00	B—Median $9.20 Range $6.90–$11.50 L—Median $12.10 Range $9.20–$14.95 D—Median $18.40 Range $12.10–$30.20	Median $2.90 Range $2.30–$6.05	Median $255.00 Range $125.00–$350.00	Median $16.10 Range $11.50–$21.30	For 25: $210.00 For 50: $210.00 For 75: $300.00 For 100: $350.00
Honolulu, HI	*Low:* Median $65.00 Range $47.50–$115.00 *High:* Median $91.00 Range $65.00–$125.00	*Low:* Median $65.00 Range $47.50–$115.00 *High:* Median $91.00 Range $65.00–$125.00	B—Median $8.90 Range $7.50–$15.50 L—Median $12.65 Range $8.60–$17.70 D—Median $24.75 Range $14.95–$34.50	Median $5.15 Range $4.90–$5.75	Median $190.00 Range $180.00–$200.00	Median $36.80 Range $25.20–$47.15	For 25: $100.00 For 50: $190.00 For 75: $260.00 For 100: $400.00

TABLE IV-4 **Sales meeting costs**

City	Lodging (Group Rates) Daily Room Rates Single	Double	Food And Beverage (Group Rates) Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Houston, TX	*Low:* Median $50.00 Range $40.00–$110.00 *High:* Median $50.00 Range $45.00–$160.00	*Low:* Median $55.00 Range $45.00–$130.00 *High:* Median $55.00 Range $50.00–$180.00	B—Median $6.05 Range $5.45–$11.50 L—Median $9.20 Range $8.35–$29.90 D—Median $13.25 Range $9.50–$42.55	Median $3.75 Range $1.75–$6.90	Median $150.00 Range $75.00–$250.00	Median $13.80 Range $8.60–$57.50	For 25: $115.00 For 50: $115.00 For 75: $200.00 For 100: $300.00
Indianapolis, IN	*Low:* Median $42.50 Range $33.00–$60.00 *High:* Median $75.00 Range $60.00–$115.00	*Low:* Median $48.00 Range $38.00–$60.00 *High:* Median $75.00 Range $65.00–$115.00	B—Median $6.90 Range $5.75–$11.50 L—Median $8.85 Range $6.75–$11.50 D—Median $12.90 Range $9.20–$28.75	Median $2.60 Range $1.75–$2.90	Median $225.00 Range $45.00–$300.00	Median $15.50 Range $11.50–$23.00	For 25: $115.00 For 50: $155.00 For 75: $190.00 For 100: $325.00
Las Vegas, NV	*Low:* Median $60.00 Range $55.00–$68.00 *High:* Median $76.50 Range $55.00–$78.00	*Low:* Median $60.00 Range $55.00–$68.00 *High:* Median $76.50 Range $55.00–$78.00	B—Median $11.20 Range $5.75–$13.80 L—Median $12.35 Range $7.20–$18.40 D—Median $24.15 Range $11.50–$34.50	Median $4.60 Range $4.60–$5.45	Median $245.00 Range $195.00–$295.00	Median $52.90 Range $34.50–$59.60	For 25: $ 75.00 For 50: $100.00 For 75: $150.00 For 100: $215.00
Los Angeles, CA	*Low:* Median $73.50 Range $41.00–$124.00 *High:* Median $92.00 Range $60.00–$165.00	*Low:* Median $85.50 Range $66.00–$144.00 *High:* Median $103.00 Range $76.00–$185.00	B—Median $10.35 Range $5.75–$18.40 L—Median $14.65 Range $10.35–$21.85 D—Median $23.60 Range $12.63–$36.80	Median $3.15 Range $2.90–$6.90	Median $137.00 Range $100.00–$200.00	Median $17.25 Range $9.20–$28.75	For 25: $175.00 For 50: $225.00 For 75: $250.00 For 100: $400.00
Miami, FL	*Low:* Median $40.00 Range $37.00–$65.00 *High:* Median $55.00 Range $50.00–$85.00	*Low:* Median $50.00 Range $37.00–$75.00 *High:* Median $60.00 Range $50.00–$95.00	B—Median $8.05 Range $4.90–$11.80 L—Median $8.65 Range $5.75–$20.70 D—Median $22.15 Range $9.20–$48.30	Median $4.75 Range $2.60–$6.90	Median $120.00 Range $70.00–$235.00	Median $20.00 Range $15.00–$25.00	For 25: $100.00 For 50: $200.00 For 75: $250.00 For 100: $300.00

TABLE IV-4 **Sales meeting costs**

	Lodging (Group Rates)		Food And Beverage (Group Rates)		Hospitality Functions		Meeting Rooms
	Daily Room Rates						
City	Single	Double	Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Median Rental
Milwaukee, WI	*Low:* Median $46.00 Range $45.00–$57.00 *High:* Median $56.00 Range $47.00–$68.00	*Low:* Median $55.00 Range $45.00–$68.00 *High:* Median $64.50 Range $48.00–$79.00	B—Median $7.20 Range $3.75–$10.90 L—Median $9.10 Range $6.05–$17.25 D—Median $15.25 Range $9.20–$20.70	Median $2.30 Range $1.70–$3.75	Median $87.50 Range $50.00–$170.00	Median $17.25 Range $11.50–$28.75	For 25: $ 75.00 For 50: $100.00 For 75: $150.00 For 100: $175.00
Minneapolis, MN	*Low:* Median $65.00 Range $50.00–$80.00 *High:* Median $95.00 Range $85.00–$115.00	*Low:* Median $77.00 Range $74.00–$85.00 *High:* Median $109.00 Range $95.00–$120.00	B—Median $9.20 Range $5.75–$12.65 L—Median $14.40 Range $9.20–$29.90 D—Median $23.60 Range $15.50–$34.50	Median $3.15 Range $2.00–$3.75	Median $227.50 Range $125.00–$330.00	Median $12.65 Range $8.05–$23.00	For 25: $200.00 For 50: $250.00 For 75: $300.00 For 100: $300.00

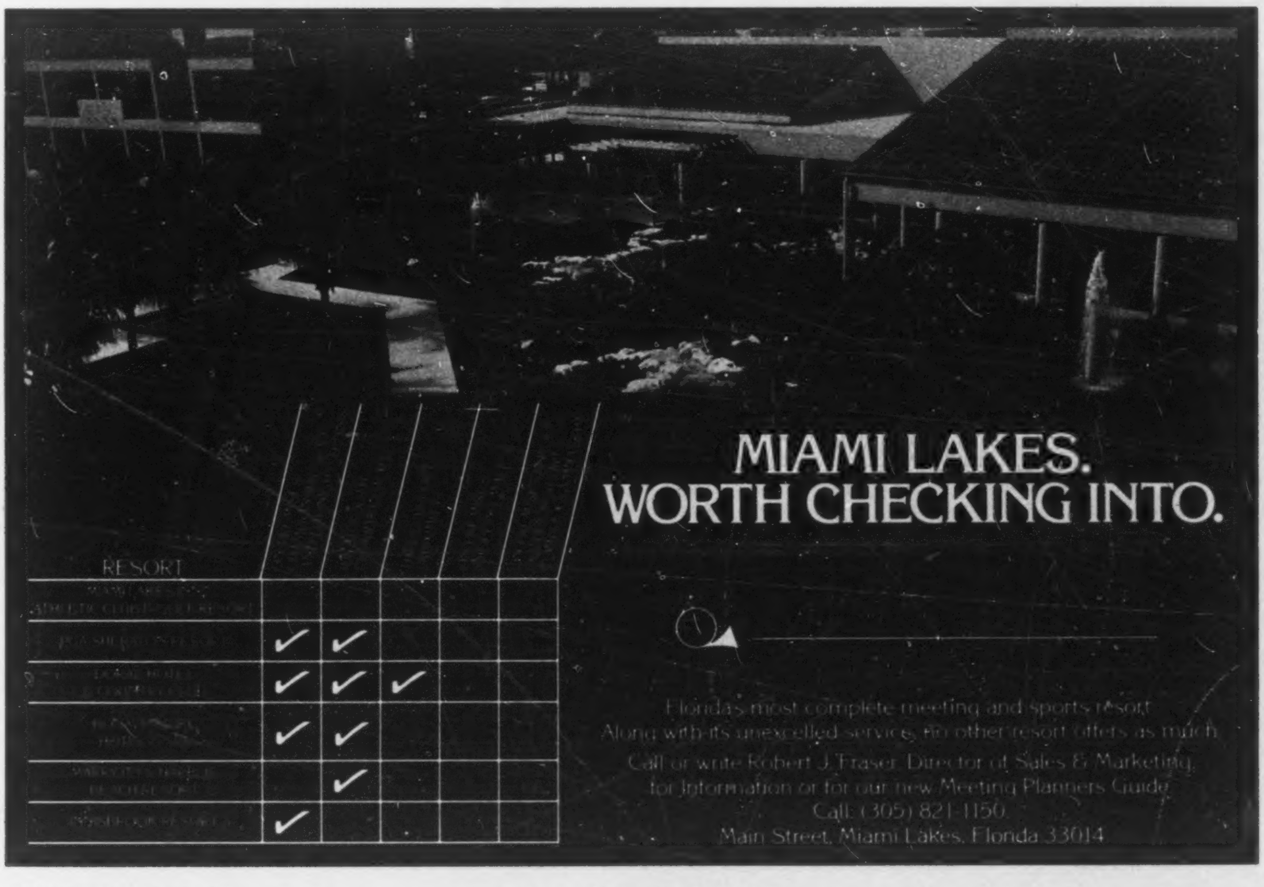

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TABLE IV-4 **Sales meeting costs**

	Lodging (Group Rates)		Food And Beverage (Group Rates)		Hospitality Functions		Meeting Rooms
City	**Daily Room Rates Single**	**Daily Room Rates Double**	**Meals (Per Person)**	**Coffee Break With Rolls (Per Person)**	**Hospitality-Suite Rental**	**2-Hr. Reception With Hors d'Oeuvres (Per Person)**	**Median Rental**
New Orleans, LA	*Low:* Median $69.00 Range $55.00–$104.00 *High:* Median $115.00 Range $88.00–$124.00	*Low:* Median $85.00 Range $65.00–$124.00 *High:* Median $135.00 Range $98.00–$144.00	B—Median $11.80 Range $5.75–$17.25 L—Median $17.25 Range $6.90–$23.00 D—Median $26.45 Range $8.05–$34.50	Median $4.90 Range $4.00–$5.75	Median $350.00 Range $225.00–$475.00	Median $33.00 Range $20.70–$33.95	For 25: $100.00 For 50: $130.00 For 75: $150.00 For 100: $200.00
New York, NY	*Low:* Median $85.00 Range $55.00–$120.00 *High:* Median $108.00 Range $85.00–$150.00	*Low:* Median $100.00 Range $65.00–$140.00 *High:* Median $118.00 Range $100.00–$170.00	B—Median $15.80 Range $5.75–$24.15 L—Median $25.75 Range $12.65–$33.35 D—Median $28.45 Range $19.55–$50.00	Median $4.90 Range $2.90–$6.90	Median $212.50 Range $175.00–$250.00	Median $29.30 Range $21.35–$50.00	For 25: $175.00 For 50: $225.00 For 75: $400.00 For 100: $450.00
Oakland, CA	*Low:* Median $71.50 Range $59.00–$84.00 *High:* Median $87.50 Range $84.00–$109.00	*Low:* Median $81.50 Range $69.00–$94.00 *High:* Median $97.50 Range $94.00–$121.00	B—Median $8.75 Range $4.90–$14.65 L—Median $15.35 Range $7.50–$20.15 D—Median $23.00 Range $17.25–$37.40	Median $3.45 Range $2.85–$4.90	Median $175.00 Range $90.00–$275.00	Median $22.15 Range $11.50–$25.90	For 25: $135.00 For 50: $165.00 For 75: $250.00 For 100: $350.00
Orlando, FL	*Low:* Median $54.00 Range $45.00–$68.00 *High:* Median $60.00 Range $54.00–$68.00	*Low:* Median $55.00 Range $54.00–$78.00 *High:* Median $65.00 Range $54.00–$78.00	B—Median $7.00 Range $5.15–$9.20 L—Median $11.05 Range $7.75–$17.85 D—Median $15.50 Range $9.15–$29.60	Median $2.60 Range $2.30–$5:20	Median $87.50 Range $75.00–$100.00	Median $29.90 Range $6.90–$55.20	For 25: $100.00 For 50: $115.00 For 75: $200.00 For 100: $250.00
Philadelphia, PA	*Low:* Median $55.00 Range $49.00–$79.00 *High:* Median $65.00 Range $55.00–$119.00	*Low:* Median $65.00 Range $57.00–$89.00 *High:* Median $73.00 Range $65.00–$129.00	B—Median $9.20 Range $3.45–$13.50 L—Median $13.20 Range $5.15–$20.70 D—Median $21.85 Range $9.80–$40.25	Median $2.85 Range $2.30–$3.45	Median $225.00 Range $80.00–$275.00	Median $21.55 Range $17.25–$23.00	For 25: $150.00 For 50: $225.00 For 75: $265.00 For 100: $375.00

TABLE IV-4 **Sales meeting costs**

City	Lodging (Group Rates) Daily Room Rates		Food And Beverage (Group Rates)		Hospitality Functions		Meeting Rooms
	Single	Double	Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Median Rental
Phoenix-Scottsdale, AZ	*Low:* Median $70.00 Range $35.00–$109.00 *High:* Median $104.00 Range $75.00–$140.00	*Low:* Median $77.50 Range $35.00–$109.00 *High:* Median $115.00 Range $85.00–$140.00	B—Median $6.90 Range $4.60–$12.65 L—Median $9.80 Range $7.20–$16.70 D—Median $14.60 Range $10.35–$29.90	Median $2.85 Range $2.30–$3.75	Median $105.00 Range $50.00–$450.00	Median $21.30 Range $16.10–$27.60	For 25: $100.00 For 50: $115.00 For 75: $125.00 For 100: $150.00
Pittsburgh, PA	*Low:* Median $57.50 Range $55.00–$85.00 *High:* Median $68.00 Range $55.00–$85.00	*Low:* Median $63.00 Range $60.00–$110.00 *High:* Median $74.00 Range $60.00–$110.00	B—Median $7.75 Range $4.00–$11.50 L—Median $9.20 Range $5.20–$17.75 D—Median $18.10 Range $8.05–$25.90	Median $2.25 Range $2.00–$6.30	Median $107.00 Range $75.00–$150.00	Median $17.25 Range $9.20–$31.90	For 25: $ 62.50 For 50: $100.00 For 75: $300.00 For 100: $400.00
Reno, NV	*Low:* Median $45.00 Range $30.00–$49.00 *High:* Median $65.00 Range $49.00–$73.00	*Low:* Median $45.00 Range $35.00–$49.00 *High:* Median $65.00 Range $54.00–$73.00	B—Median $9.20 Range $4.30–$13.80 L—Median $11.35 Range $6.90–$14.40 D—Median $21.55 Range $11.85–$42.55	Median $2.70 Range $2.30–$5.70	Median $110.00 Range $100.00–$450.00	Median $33.30 Range $17.25–$55.80	For 25: $ 75.00 For 50: $100.00 For 75: $200.00 For 100: $200.00
St. Louis, MO	*Low:* Median $65.00 Range $65.00–$67.00 *High:* Median $70.00 Range $67.00–$77.00	*Low:* Median $75.00 Range $69.00–$81.00 *High:* Median $81.00 Range $80.00–$81.00	B—Median $7.50 Range $4.00–$12.65 L—Median $12.10 Range $6.90–$14.95 D—Median $19.00 Range $12.65–$25.30	Median $2.30 Range $1.60–$4.90	Median $230.00 Range $120.00–$500.00	Median $15.50 Range $6.90–$23.00	For 25: $ 95.00 For 50: $150.00 For 75: $190.00 For 100: $300.00
San Antonio, TX	*Low:* Median $73.00 Range $61.00–$85.00 *High:* Median $100.00 Range $61.00–$125.00	*Low:* Median $82.50 Range $70.00–$95.00 *High:* Median $115.00 Range $70.00–$135.00	B—Median $8.20 Range $5.15–$14.40 L—Median $14.65 Range $8.90–$18.40 D—Median $28.20 Range $12.35–$40.25	Median $2.60 Range $2.40–$5.20	Median $120.00 Range $90.00–$200.00	Median $17.25 Range $14.95–$34.50	For 25: $125.00 For 50: $175.00 For 75: $225.00 For 100: $290.00

TABLE IV-4 **Sales meeting costs**

City	Lodging (Group Rates) Daily Room Rates Single	 Double	Food And Beverage (Group Rates) Meals (Per Person)	 Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality-Suite Rental	 2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
San Diego, CA	*Low:* Median $95.00 Range $70.00–$95.00 *High:* Median $105.00 Range $85.00–$155.00	*Low:* Median $95.00 Range $70.00–$115.00 *High:* Median $105.00 Range $85.00–$170.00	B—Median $9.80 Range $8.00–$11.50 L—Median $11.50 Range $9.15–$17.25 D—Median $16.70 Range $12.65–$34.50	Median $3.25 Range $2.25–$5.70	Median $315.00 Range $180.00–$450.00	Median $20.15 Range $19.50–$25.90	For 25: $140.00 For 50: $175.00 For 75: $275.00 For 100: $290.00
San Francisco, CA	*Low:* Median $92.50 Range $48.00–$160.00 *High:* Median $127.50 Range $54.00–$160.00	*Low:* Median $100.50 Range $40.00–$180.00 *High:* Median $147.50 Range $60.00–$180.00	B—Median $13.80 Range $7.50–$25.90 L—Median $16.10 Range $12.65–$27.60 D—Median $25.30 Range $16.10–$44.85	Median $3.75 Range $2.30–$4.00	Median $220.00 Range $125.00–$275.00	Median $22.15 Range $16.70–$31.05	For 25: $100.00 For 50: $225.00 For 75: $400.00 For 100: $500.00

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And once you know you've got it, you can usually control it. By following your doctor's advice. By exercising regularly to control weight. By restricting your salt intake. And by sticking to your prescribed medication.

Talk to your doctor today about getting started on a program that will keep you out for blood. And in the running.

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American Heart Association

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TABLE IV-4 **Sales meeting costs**

	Lodging (Group Rates)		Food And Beverage (Group Rates)		Hospitality Functions		Meeting Rooms
	Daily Room Rates						
City	Single	Double	Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality-Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Median Rental
Seattle, WA	*Low:* Median $65.00 Range $55.00–$80.00 *High:* Median $119.00 Range $88.00–$150.00	*Low:* Median $77.50 Range $70.00–$95.00 *High:* Median $126.50 Range $103.00–$150.00	B—Median $7.50 Range $4.00–$12.65 L—Median $12.65 Range $7.90–$24.75 D—Median $20.15 Range $11.50–$41.40	Median $4.15 Range $2.25–$4.90	Median $287.50 Range $250.00–$375.00	Median $18.65 Range $10.10–$29.60	For 25: $ 75.00 For 50: $140.00 For 75: $225.00 For 100: $240.00
Washington, DC	*Low:* Median $89.00 Range $65.00–$105.00 *High:* Median $115.00 Range $110.00–$115.00	*Low:* Median $101.00 Range $85.00–$105.00 *High:* Median $122.00 Range $115.00–$135.00	B—Median $10.50 Range $3.45–$21.30 L—Median $18.10 Range $9.20–$23.00 D—Median $31.35 Range $10.35–$51.75	Median $3.40 Range $2.30–$3.45	Median $275.00 Range $150.00–$425.00	Median $34.50 Range $21.00–$46.00	For 25: $150.00 For 50: $200.00 For 75: $375.00 For 100: $400.00

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In addition, La Costa's world-famed golf, tennis, spa, and five-star cuisine facilities have been expanded to new heights of excellence.

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TABLE IV-5 **Selected conference centers: learning away from it all**

Facilities & Rates	**Arrowwood of Westchester** *Rye Brook, NY*	**Cheyenne Mountain Inn** *Colorado Springs, CO*	**Doubletree Inn Conference Ctr.** *St. Louis, MO*	**Dunfey Hyannis Resort and Conference Ctr.** *Hyannis, MA*	**Fort Magruder** *Williamsburg, VA*
Sleeping rooms	276	216 plus 18 suites	223	224	304
Capacity	444	532	350	448	750
Meeting rooms	37	24	28	19	19
Rate/person/day (double occupancy)	$189[2]	$166–$222[2] (conference plan)	$125–$145[2]	$50–$134[1]	$94[1]
Nearest major airport	La Guardia New York City	Colorado Springs	Lambert International St. Louis	Logan International Boston	Norfolk Airport
Driving time from center to airport	40 min.	10 min.	30 min.	1½ hr.	45 min.
Recreation	9-hole golf course, 2 swimming pools, 4 tennis courts (2 indoor, 2 outdoor), health club, sauna, game room, croquet, basketball, racquetball and squash facilities, par jogging course, access to horseback riding, cross country skiing	18-hole PGA Championship course, 35-acre stocked trout lake, complete water sports, 6 outdoor & 10 indoor tennis courts, 2 racquetball courts, 15 squash courts, 3 outdoor & 1 indoor pool, nautilus fitness center, and complete spa.	Access to 2 18-hole golf courses, 2 swimming pools (indoor and outdoor), 8 outdoor tennis courts (4 lighted), 9 indoor tennis courts, 6 racquetball courts, game room, health club, 5 tanning booths, indoor basketball and volleyball, jogging track, indoor driving range/golf swing analysis	18-hole golf course, 2 putting greens, 2 swimming pools (indoor and outdoor), 2 tennis courts, 2 health clubs, men's and women's sauna, jacuzzi, roman bath, game room, sightseeing tours, access to horseback riding, childrens' programs	Outdoor swimming pool, 2 lighted tennis courts, 2 saunas (men's and women's), whirlpool, exercise room, game room

Facilities & Rates	**The Harrison Inn and Conference Ctr. at Heritage Village** *Southbury, CT*	**Hudson River Conference Ctr.** *Ossining, NY*	**Las Colinas Inn** *Irving, TX*	**Holiday Inn Executive Conference Ctr.** *Memphis, TN*	**The Houstonian Hotel & Club** *Houston, TX*
Sleeping rooms	121	149	315	177	246
Capacity	225	215	355	300	450
Meeting rooms	20	34	26	25	32
Rate/person/day (double occupancy)	$175[2]	$150	$192[1] (conference plan)	$93[2]	$85–$118[2]
Nearest major airport	La Guardia New York City	La Guardia New York City	Dallas/ Fort Worth	Memphis International	Houston Intercontinental
Driving time from center to airport	1½ hr.	1 hr.	10 min.	25 min.	30 min.
Recreation	Access to 9- and 18-hole golf courses, outdoor swimming pool, 2 lighted tennis courts, volleyball, health club, sauna, whirlpool, jacuzzi, game room with billiards, access to skiing, ice skating, and horse back riding	Indoor pool, whirlpool, sauna, tennis courts, volley ball, 2 racquetball courts, and golf nearby	18-hole TPC Championship golf course (home of Byron Nelson), 4 indoor & 9 outdoor tennis courts, 7 racquetball courts, 2 squash courts, 2 outdoor & 1 indoor pool, indoor/outdoor running track, spa & health facilities	18-hole golf course, outdoor swimming pool, 2 lighted tennis courts, health club, sauna, game room, basketball, volleyball, fishing, bicycling, hiking, jogging paths, horseshoes, exercise room, aerobics class	Access to 18-hole golf course, 3 outdoor swimming pools, 5 lighted tennis courts, health club, sauna, 8 racquetball courts, running tracks, basketball, volleyball, weight facilities

[1] European plan.
[2] Full American plan.

Source: Sales and Marketing Management survey

TABLE IV-5 Selected conference centers: learning away from it all

Facilities & Rates	**Indigo Lakes Conference Ctr.** *Daytona Beach, FL*	**James L. Knight Conference Ctr.** *Miami, FL*	**Lion Square Lodge & Conference Ctr.** *Vail, CO*	**Peachtree Sheraton Conference Ctr.** *Peachtree City, GA*
Sleeping rooms	212	615	161	252
Capacity	500	5,000	400	600
Meeting rooms	14	37	6	24
Rate/person/day (double occupancy)	$32[1]	$115[1]	$75–$130[1]	$125.85[2]
Nearest major airport	Daytona Airport	Miami International	Denver Airport	Atlanta Hartsfield International
Driving time from center to airport	10 min.	10 min.	2 hr.	25 min.
Recreation	18-hole golf course, putting greens and driving range, outdoor swimming pool, 10 lighted tennis courts, health spa, exercise room, par jogging course, 2 racquetball courts	Outdoor swimming pool, access to golf, tennis, boating, and the beach	Outdoor swimming pool, 3 outdoor hot tubs, 2 saunas, cross-country and down hill skiing, access to 4 golf courses, ice skating, tennis courts, and horseback riding	Access to 27-hole golf course, 2 swimming pools (indoor and outdoor), 3 lighted tennis courts, 2 indoor racquetball courts, 2 saunas (men's & women's), exercise room, jacuzzi, access to jogging courses

Facilities & Rates	**Scanticon-Princeton Executive Ctr. & Hotel** *Princeton, NJ*	**Scottsdale Conference Ctr. & Resort Hotel** *Scottsdale, AZ*	**Sheraton Inn & Conference Ctr.** *Boxborough, MA*	**Woodlands Inn & Country Club** *Woodlands, TX*
Sleeping rooms	300	326	143	268
Capacity	400	740	300	494
Meeting rooms	29	45	14	23
Rate/Person/Day (double occupancy)	$192[2]	$80–$165[2]	$41.50[1]	$80-115[2]
Nearest major airport	Newark International	Phoenix International	Logan International Boston	Houston Intercontinental
Driving time from center to airport	45 min.	25 min.	50 min.	20 min.
Recreation	Access to 9-and 18-hole golf courses, indoor pool, 4 lighted tennis courts, 2 saunas (men's & women's), whirlpool, exercise room, game room, par jogging course, access to ballooning, gliding, river rafting, and horseback riding	2 18-hole golf courses, 2 outdoor swimming pools, 8 tennis courts (8 lighted), 2 health clubs (men's & women's), game room, desert jeep tours, bicycling, access to horseback riding and sailing	2 swimming pools (indoor and outdoor), 2 tennis courts, sauna, cross country skiing, ice skating, jogging trails, volleyball, softball, horseshoes, barbecue areas	3 PGA golf courses, 2 outdoor swimming pools, 17 outdoor tennis courts, 7 indoor tennis courts, men's & women's health club, indoor ice rink, game room

[1] European plan.

[2] Full American plan.

Source: Sales and Marketing Management survey.

TABLE IV-6 **Selected airport hotels**

Facilities & Rates	**Atlanta** *Marriott Hotel*	**Boston** *Logan Airport Hilton*	**Chicago** *Sheraton International O'Hare*	**Cleveland** *Marriott Inn-Airport*	**Dallas-Fort Worth** *Amfac Hotel & Resort*	**Denver** *Clarion Hotel*	**Detroit** *Marriott Hotel*
Sleeping rooms	642	557	492	375	1,450	588	157
Meeting rooms	21	22	27	14	67	24	9
Average group lodging rates	Single: $ 88 Double: $103	Single: $ 91 Double: $111	Single: $85 Double: $95	Single: $80 Double: $80	Single: $ 99–$125 Double: $114–$140	Single: $65–$75 Double: $75–$85	Single: $84 Double: $84
Average group meal rates	B $10.50 L $16.75 D $23.50	B $ 7.20 L $14.40 D $24.00	B $ 9.45 L $14.15 D $21.25	B $ 7.65 L $12.25 D $19.60	B $10.10 L $15.75 D $24.25	B $10.25 L $13.25 D $22.90	B $ 5.95 L $ 8.90 D $14.90
Distance from airport	¼ mi.	At airport	2 mi.	2½ mi.	At airport	¼ mi.	At airport

Facilities & Rates	**Houston** *Marriott Hotel*	**Kansas City** *Hilton Airport Plaza Inn*	**Los Angeles** *Hilton Towers*	**Memphis** *Airport Hilton Inn*	**Miami** *Sheraton River House*	**New York** *Viscount International Hotel*	**Philadelphia** *Airport Marriott Hotel*
Sleeping rooms	569	348	1,281	380	408	495	331
Meeting rooms	27	40	44	15	17	12	15
Average group lodging rates	Single: $ 92 Double: $102	Single: $79 Double: $91	Single: $75 Double: $90	Single: $65 Double: $75	Single: $78 Double: $90	Single: $ 85 Double: $105	Single: $89 Double: $94
Average group meal rates	B $ 7.70 L $12.00 D $23.40	B $ 7.20 L $10.75 D $19.15	B $10.90 L $15.80 D $21.90	B $ 8.45 L $ 8.75 D $15.50	B $ 8.75 L $13.70 D $24.30	B $10.00 L $18.75 D $26.90	B $12.10 L $15.80 D $23.00
Distance from airport	At airport	At airport	¾ mi.	1 mi.	¼ mi.	At airport	¼ mi.

Facilities & Rates	**Phoenix** *Sheraton Airport Inn*	**St. Louis** *Airport Marriott*	**San Diego** *Viscount Hotel*	**San Francisco** *Airport Hilton*	**Seattle** *Red Lion Sea-Tac*	**Washington, DC** *Sheraton Crystal Hotel*
Sleeping rooms	179	602	208	540	850	220
Meeting rooms	5	41	6	30	27	11
Average group lodging rates	Single: $50 Double: $55	Single: $60–$86 Double: $72–$98	Single: $74 Double: $84	Single: $105 Double: $117	Single: $75 Double: $85	Single: $90–$120 Double: $90–$120
Average group meal rates	B $ 6.65 L $ 7.60 D $11.00	B $ 8.60 L $14.70 D $19.60	B $ 8.40 L $ 8.75 D $16.90	B $10.50 L $18.75 D $24.00	B $10.60 L $13.40 D $22.70	B $14.20 L $16.95 D $29.65
Distance from airport	At airport	At airport	1 mi.	At airport	½ mi.	½ mi.

Source: Sales and Marketing Management survey.

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TABLE IV-7 **Selected resort hotels: combining learning with luxury**

Facilities & Rates	**Boca Raton Hotel & Club** *Boca Raton, FL*	**Broadmoor Hotel** *Colorado Springs, CO*	**Cloister Hotel** *Sea Island, GA*	**Desert Inn** *Las Vegas, NV*	**Doral Country Club** *Miami, FL*
Sleeping rooms	913	560	264	818	650
Meeting rooms	36	36	15	6	33
Average group lodging rates	IN SEASON 1/1–4/29 Single: $230–$315 Double: $250–$315 9/29–12/20 Single: $180–$250 Double: $200–$290 4/30–5/31 Single: $165–$250 Double: $185–$290 OFF SEASON 6/1–9/28 Single: $100–$140 Double: $125–$160	IN SEASON 6/1–9/30 Single: $135–$175 Double: $145–$185 10/1–5/31 Single: $115 Double: $155 OFF SEASON 12/1–3/31 Single: $65–$110 Double: $75–$120	IN SEASON 3/16–5/31 Single: $150–$250 Double: $190–$290 6/1–11/30 Single: $136–$242 Double: $176–$282 2/16–3/15 Single: $128–$190 Double: $168-$230 OFF SEASON 12/1–2/15 Single: $114–$140 Double: $154–$180	IN SEASON 1/1–5/31; 9/1–12/15 Single: $75–$85 Double: $75–$85 OFF SEASON 6/1–8/31 Single: $55–$65 Double: $55–$65	IN SEASON 1/1–3/31 Single: $170 Double: $170 4/1–4/30 Single: $130 Double: $130 SHOULDER SEASON 5/1–5/31 Single: $100 Double: $100 10/1–12/20 Single: $110 Double: $110 OFF SEASON 6/1–9/30 Single: $64 Double: $68
Approximate group meal costs (tax and tip included)	Breakfast and dinner included in rates.	B $10.00 L $15.00 D $29.00	Breakfast, lunch, and dinner included in rates.	B $12.90 L $15.30 D $27.00	B $ 9.50 L $10.20 D $22.50
Recreation:					
Golf	Access to 1 18-hole course Access to 4 other courses	3 18-hole courses	3 18-hole courses	1 18-hole course	5 18-hole courses 1 9-hole course
Swimming	4 outdoor pools, beach	3 outdoor pools	2 outdoor pools, beach	3 outdoor pools 10 hydro-whirl spas	1 outdoor pool
Tennis	22 outdoor courts	16 courts (2 indoor)	18 outdoor courts	10 outdoor courts	15 outdoor courts
Horseback riding	No	Yes	Yes	No	No
Health club	Yes	Yes	No	Yes	Yes
Sauna	Yes	Yes	No	Yes	Yes
Meal plan	Modified American	Modified or Full American	Full American	European, Modified, or Full American	European, Modified, or Full American
Nearest airport	Fort Lauderdale	Colorado Springs Municipal	Brunswick Airport	McCarran International	Miami International
Distance/time from airport	19 mi. 30 min.	12 mi. 15 min.	15 mi. 20 min.	4 mi. 15 min.	6 mi. 10 min.

TABLE IV-7 **Selected resort hotels: Combining learning with luxury**

Facilities *Rates*	**Greenbrier** *White Sulphur Springs, WV*	**Grenelefe Golf & Tennis Resort** *Grenelefe, FL*	**Grossinger Hotel** *Liberty, NY*	**Halekulani Hotel** *Honolulu, HI*	**Hershey Lodge & Convention Center** *Hershey, PA*
Sleeping rooms	700	700	600	456	456
Meeting rooms	31	40	38	8	27
Average group lodging rates	IN SEASON 4/1–10/31 Single: $200–$264 Double: $230–$294 OFF SEASON 1/1–3/31 Single: $122 Double: $204	IN SEASON 4/1–10/31 Single: $200–$264 Double: $232–$294 OFF SEASON 11/1–3/31 Single: $112–$165 Double: $186–$234	IN SEASON 5/1–6/30 Single: $ 69–$129 Double: $114–$172 7/1–10/31 Single: $ 72–$130 Double: $120–$200 OFF SEASON 1/1–4/30 Single: $61–$115 Double: $98–$154	YEAR–ROUND Single: $185–$215 Double: $185–$215	IN SEASON 5/1–9/30 Single: $86 Double: $90 OFF SEASON 10/1–4/30 Single: $62 Double: $68
Approximate group meal costs (tax and tip included)	Breakfast and dinner included in rates.	Breakfast and dinner included in rates.	Breakfast and dinner included in rates.	B $17.00 L $25.00 D $35.00	B $ 7.90 L $13.30 D $21.80
Recreation:					
Golf	3 18-hole courses	3 18-hole courses	1 18-hole course 1 9-hole course	Access to 2 18-hole courses	Access to 1 18-hole course and 1 9-hold course
Swimming	2 pools (1 outdoor)	4 outdoor pools	3 pools (2 outdoor), beach	outdoor pool, beach	2 pools (1 outdoor)
Tennis	14 outdoor courts (5 indoor)	13 outdoor courts	16 courts (4 indoor)	Access to 10 outdoor courts	4 outdoor courts
Horseback riding	Yes	No	Access to	No	No
Health club	Yes	No	Yes	No	Yes
Sauna	Yes	Yes	Yes	No	Yes
Meal plan	Modified American	Modified and Full American	Full American	European Plan	European, Modified, or Full American
Nearest airport	Greenbrier Valley	Orlando International	Newark	Honolulu International	Harrisburg International
Distance/time from airport	12 mi. 15 min.	45 mi. 50 min.	100 mi. 2 hr.	6 mi. 15 min.	12 mi. 15 min.

Hilton Hawaiian Village *Honolulu, HI*	**Innisbrook** *Tarpon Springs, FL*
2,566 26	1,000 40
YEAR–ROUND Single: $80–$150 Double: $80–$150	IN SEASON 2/2–5/3 Single: $125–$130 Double: $125–$130 1/1–2/2; 5/5–6/15 9/15–12/31 Single: $85–$90 Double: $85–$90 OFF SEASON 6/16–9/14 Single: $55–$60 Double: $55–$60
B $11.50 L $13.00 D $26.00	B $ 9.00 L $10.60 D $35.10
No 3 outdoor pools No	2 18-hole courses and 1 27-hole course 5 outdoor pools, beach 1 mi. 18 outdoor courts
No	Access to
No No	Yes Yes
European, Modified, or Full American	European, Modified, or Full American
Honolulu International	Tampa International
8 mi. 20 min.	20 mi. 25 min.

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Director of
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TABLE IV-7 **Selected resort hotels: Combining learning with luxury**

Facilities *Rates*	**Keystone Lodge & Conference Center** *Keystone, CO*	**LaCosta Hotel & Spa** *Carlsbad, CA*	**Loews Ventana Canyon Resort** *Tucson, AZ*	**Maui Marriott Resort** *Maui, HI*	**Olympia Resort & Spa** *Oconomowoc, WI*
Sleeping rooms	1,052	500	392	720	400
Meeting rooms	14	16	27	10	20
Average group lodging rates	IN SEASON 12/24–4/1 Single: $115 Double: $120 6/3–10/7 Single: $81 Double: $86 OFF SEASON 4/8–6/3, 10/7–12/24 Single: $75 Double: $80	YEAR–ROUND Single: $150–$190 Double: $150–$190	IN SEASON 1/15–5/22 Single: $160–$175 Double: $170–$185 9/14–1/14 Single: $135–$150 Double: $145–$160 OFF SEASON 5/23–9/13 Single: $75–$85 Double: $85–$95 Above are regular rates. Group rates available upon direct request to hotel.	YEAR–ROUND Single: $165–$190 Double: $165–$190	IN SEASON 6/16–9/15 Single: $84 Double: $88 5/1–6/15 Single: $64 Double: $68 9/16–10/1 Single: $64 Double: $68 OFF SEASON 1/1–4/30; 11/1–12/31 Single: $60 Double: $64
Approximate group meal costs (tax and tip included)	B $ 9.60 L $14.40 D $24.00	B $12.10 L $17.00 D $33.90	B $10.80 L $12.40 D $27.60	B $15.00 L $17.50 D $37.00	B $ 7.20 L $ 9.60 D $19.20
Recreation: Golf	1 18-hole course	2 18-hole courses	1 18-hole course 1 9-hole course	Access to 2 18-hole courses	1 18-hole course
Swimming	10 pools (5 outdoor)	4 outdoor pools, beach 1 mi.	2 outdoor pools	2 outdoor pools, beach with activity center	2 pools (1 outdoor), beach
Tennis	14 courts (2 indoor)	23 outdoor courts	10 outdoor courts	5 outdoor courts	11 courts (4 indoor)
Horseback riding	Yes	No	Yes	Access to	Yes
Health club	No	Yes	Yes	Yes	Yes
Sauna	Yes	Yes	Yes	No	Yes
Meal plan	European	European, Modified, or Full American	European or Modified American	European or Modified American	Optional
Nearest airport	Denver	San Diego	Tucson International	Kahului	Milwaukee Mitchell Field
Distance/time from airport	75 mi. 90 min.	30 mi. 35 min.	10 mi. 25 min.	30 mi. 45 min.	37 mi. 40 min.

Opryland *Nashville, TN*	**Pheasant Run Hotel** *St. Charles, IL*
1,067 47	550 37
IN SEASON 6/1–8/31 Single: $114 Double: $114 OFF SEASON 9/1–11/15; 11/16–3/15; 3/16–5/31 Single: $114 Double: $114	IN SEASON 4/15–11/15 Single: $69–$93 Double: $74–$98 OFF SEASON 11/15–4/15 Single: $54–$78 Double: $59–$83
B $11.00 L $15.00 D $30.00	B $ 9.70 L $13.30 D $27.30
Access to 18-hole course	1 18-hole course
1 pool	3 pools (1 outdoor)
8 outdoor courts	13 courts (4 indoor)
No	Access to
No No	Yes Yes
Meals separate	European or Modified American
Nashville Metropolitan	O'Hare International
6 mi. 15 min.	24 mi. 35 min.

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TABLE IV-7 **Selected resort hotels: Combining learning with luxury**

Facilities *Rates*	**Pineisle Resort** *Buford, GA*	**The Pointe Resort** *Phoenix, AZ*	**Sea Pines Plantation** *Hilton Head Island, SC*	**Sheraton Village Hotel** *Steamboat Springs, CO*	**Waiohai Resort** *Honolulu, HI*
Sleeping rooms	250	580	600 Villas	273	434
Meeting rooms	19	48	16	16	10
Average group lodging rates	IN SEASON 3/1–11/23 Single: $162 Double: $194	IN SEASON 1/6–5/23 Single: $150 Double: $160 9/21–12/31 Single: $116 Double: $126 OFF SEASON 5/24–9/20 Single: $56 Double: $66	IN SEASON 4/1–10/31 Single: $65–$200 Double: $65–$200 OFF SEASON 11/1–3/31 Single: $32–$52 Double: $32–$52	IN SEASON 2/9–3/29 Single: $109 Double: $109 1/5–2/8 Single: $81 Double: $81 6/15–12/22 Single: $77 Double: $77 OFF SEASON 3/30–6/15 Single: $66 Double: $66	YEAR–ROUND Single: $115–$180 Double: $115–$180
Approximate group meal costs (tax and tip included)	B $10.00 L $13.00 D $28.00	B $12.20 L $18.30 D $30.50	B $ 9.20 L $11.10 D $25.80	B $ 8.25 L $11.50 D $21.90	B $16.45 L $21.00 D $38.55
Recreation:					
Golf	1 18-hole course	Access to 1 18-hole course	3 18-hole courses	1 18-hole course	Access to 1 18-hole course
Swimming	1 indoor pool, beach	5 outdoor pools	5 outdoor pools, beach	1 outdoor pool	3 outdoor pools, beach
Tennis	7 courts (3 indoor)	8 outdoor courts	80 outdoor courts	Access to	6 outdoor courts (4 lighted)
Horseback riding	Yes	Yes	Yes	Access to	No
Health club	No	Yes	No	Yes	Yes
Sauna	Yes	Yes	No	Yes	Yes
Meal plan	Modified American	European, Modified, or Full American	European, Modified, or Full American	Modified American	European, Modified, or Full American
Nearest airport	Hartsfield International	Phoenix	Savannah, GA	Bob Adams Airport Routt County	Lihue Airport
Distance/time from airport	45 mi. 1 hr.	12 mi. 20 min.	43 mi. 60 min.	6 mi. 10 min.	14 mi. 20–25 min.

Williamsburg Inn & Colonial Houses *Williamsburg, VA*	**Woodcliff Lake Hilton** *Woodcliff Lake, NJ*
859	350
26	23
IN SEASON 4/1–10/31 Single: $71–$146 Double: $71–$146 OFF SEASON 11/1–3/31 Single: $37–$75 Double: $37–$75	YEAR–ROUND Single: $ 93 Double: $103
B $ 7.25 L $12.10 D $30.25	B $11.00 L $17.00 D $27.00
1 18-hole course	No
1 9-hole couse	2 pools (1 outdoor)
8 outdoor courts	2 outdoor courts
No	No
No	Yes
No	Yes
European Modified, or Full American	European
Norfolk International	Newark International
45 mi. 50 min.	22 mi. 35 min.

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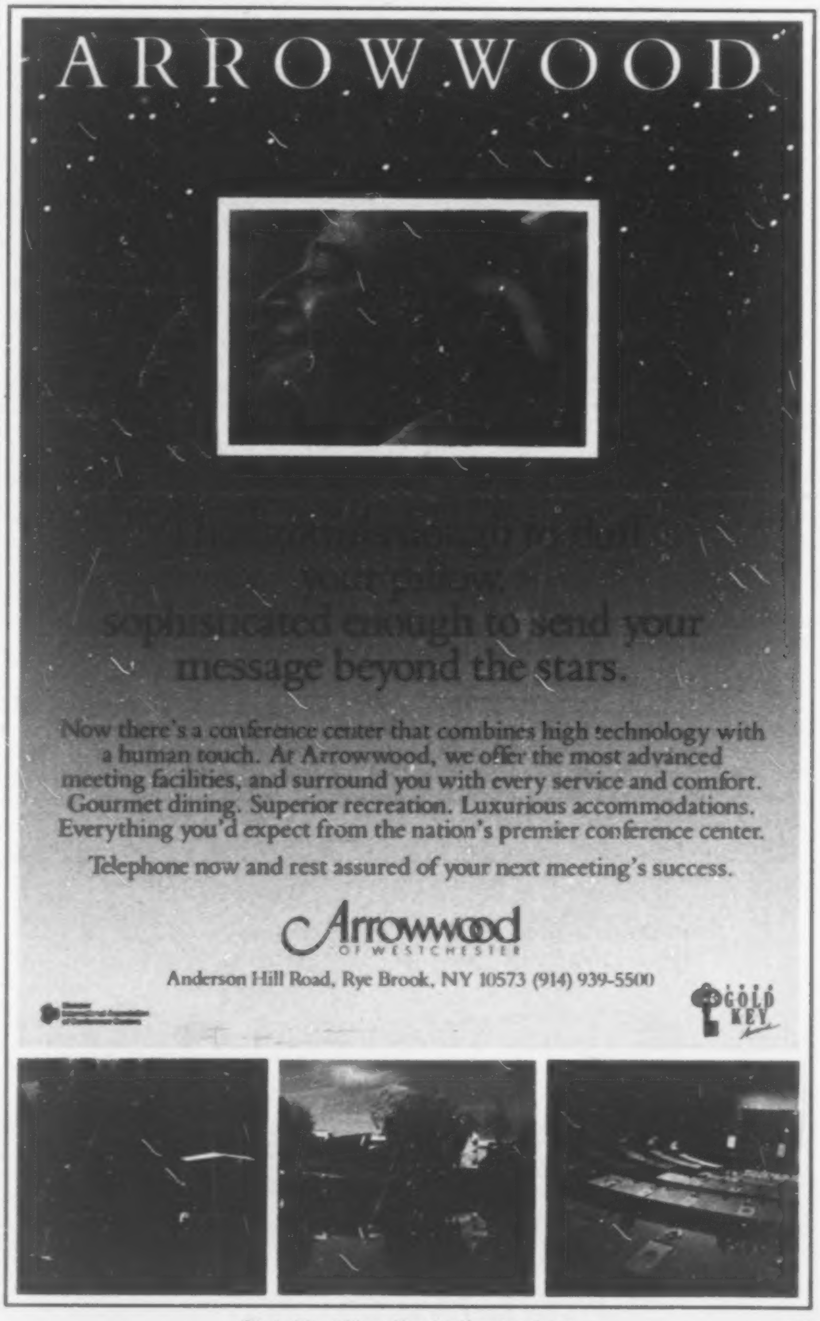

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TABLE IV-8 **Selected budget motel chains**

Facilities & Rates	**Atlanta, GA** *Days Inn*	**Charlotte, NC** *Econo Lodges Of America*	**Columbus, OH** *Red Roof Inns*	**Milwaukee, WI** *Budgetel*	**Phoenix, AZ** *Best Western*
Inns in use	320	443	134	28	3,213
Total rooms	46,000	35,841	14,689	2,946	245,264
Inns being built	20	71	16	22	N.A.
Inns planned	75	486	20–25	21	N.A.
Rates: Single room	$25.00–$ 90.00		$25.95	$28.95	
Double room	$30.00–$110.00	$31.50[1]	$28.95	$33.95	$50.16[1]
3–4 persons	$35.00–$120.00		$30.95	$38.95–$43.95	
Facilities & services (available at most units)	Color TV, pool, gift shop, restaurant, gas service, and meeting rooms	Color TV, meeting rooms, nonsmoking rooms, and rooms for the handicapped	Color TV with satellite stations, conference rooms, free daily newspaper, morning coffee, nonsmoking room, and rooms for the handicapped	Color TV with satellite stations, meeting rooms, nonsmoking rooms, and rooms for the handicapped	Color TV with satellite stations, pool, access to family restaurant, senior citizen discounts, and free travel guide.
Reservations	1-800-325-2525	1-800-446-6900	1-800-848-7878	1-800-428-3438	1-800-528-1234 For the hearing impaired: 1-800-528-2222

Facilities & Rates	**San Antonio, TX** *La Quinta Motor Inns*	**Santa Barbara, CA** *Motel 6*	**St. Cloud, MN** *Thrifty Scot*	**Wilton, NH** *Suisse Chalet Motor Lodge and Inns*
Inns in use	165	402	36	31
Total rooms	20,643	44,590	2,993	3,000
Inns being built	24	20–25	0	3
Inns planned	22	20–25	N.A.	2
Rates: Single room	$36.00–$40.00	$16.95–$20.95	$24.00	$30.00–$35.00
Double room	$41.00–$45.00	$18.95–$24.95	$28.00	$34.00–$39.00
3–4 persons	$45.00–$50.00	$22.95–$28.95	$28.00	$37.00–$42.00
Facilities & services (available at most units)	Color TV with satellite stations, cable TV (Showtime & HBO), pool, laundry, restaurant, nonsmoking and handicapped rooms, free morning coffee	TV (color optional), in room movies, pool, access to family restaurant	Color TV with satellite stations, and/or cable, free continental breakfast, and free local phone service	Color TV with satellite stations, pool, laundry, valet, baby-sitting, auto emergency service, and secretarial service
Reservations	1-800-531-5900	Make reservations with each unit directly.	1-800-228-3222 Nebraska and Canada: 1-402-493-0333	1-800-258-1980 In New Hampshire: 1-800-572-1880

N.A.—Not Available. Rates may vary by location.

[1] Average room rate.

Source: Sales and Marketing Management survey.

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Sales support and incentives

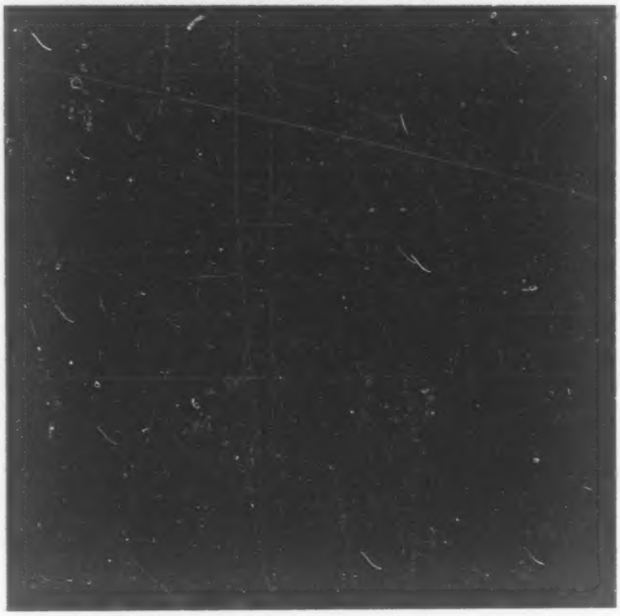

TABLE V-1 **Selected incentive travel destinations**

Destination	**Acapulco Mexico**	**Amsterdam Holland**	**Atlantic City NJ**	**Banff Canada**
Air fare:				
Low season	$397	$459	$188	$307
High season	same	$749	same	same
Lodging:				
Low season	$40	$46	$45	$71
High season	$56	$71	$80	$85
Meals:				
Modified American Plan	$22	$19 (Dinner only)	$31	$42
Group activity:	$25–$45 Mexican fiesta with drinks	$25 Holland night	$35 Dinner and show	$17 Wine and cheese party

Destination	**Hong Kong Island Hong Kong**	**Honolulu HI**	**Las Vegas NV**	**London England**
Air fare:				
Low season	$1,099	$564	$269	$548
High season	$1,197	$599	$314	$698
Lodging:				
Low season	$91	$60	$49	$114
High season	$146	$90	$89	$190
Meals:				
Modified American Plan	N.A.	$35	$40	$35
Group activity:	$45 Dinner package	$45 Luau	$30 Cocktail show	$35 Dinner package

Destination	**Montreal Canada**	**Nassau Bahamas**	**Orlando FL**	**San Antonio TX**
Air fare:				
Low season	$134	$249	$279	$238
High season	same	$409	same	same
Lodging:				
Low season	$60	$95	$55	$40
High season	$68	$135	$109	$70
Meals:				
Modified American Plan	$28	$40	$25	$17
Group activity:	$32 Theme party	$35 Pool-side barbecue	$35 Dinner package	$30 Barbecue

Destination	**Tampa-St. Petersburg FL**	**Tokyo Japan**	**Vail CO**	**Williamsburg VA**
Air fare:				
Low season	$279	$1,071	$340	$158
High season	same	$1,147	same	same
Lodging:				
Low season	$85	$116	$60	$53
High season	$190	$148	$78	$90
Meals:				
Modified American Plan	$25	$42	$28	$24
Group activity:	$35 Theme party	$33 Dinner package	$18 Wine and cheese party	$25 Dinner package

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$45	$122
$32	$20
$27	$30
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$569	$299
same	same
$90	$39
$130	$85
$40	$27
$45	$30
Luau	Dinner package
San Diego CA	**San Francisco CA**
$278	$298
same	same
$75	$75
$100	$140
$40	$40
$45	$45
Dinner party at Sea World	Dinner package

All rates shown are approximate **per person** prices based on a group package tour of 40 people for a minimum stay of four nights and five days. **Air fares** are from Chicago and are discounted APEX excursion fares commonly obtainable when departing on Thursday and returning no earlier than Sunday. Note that air fares to the Orient, South America, and Europe generally call for a minimum stay of seven days. **Lodging** rates are typical per person rates based on double occupancy. Hotel rates may vary considerably depending on accommodations. **Meals** are based on the typical add-on for Modified American Plan (breakfast and dinner). At those hotels not offering MAP, prices are based on approximate group meal rates for breakfast and dinner. **Group activity** rates are approximate and will vary depending on type of function. Generally, a theme activity includes a meal and drink indigenous to the particular region or function being held.

Unless otherwise noted, taxes and gratuities are in addition to rates shown and will generally range from 20% to 25% for most meal programs. Lodging tax is extra also. Additional domestic locations for incentive travel are listed in Section IV, tables IV-5 and IV-7.

N.A.—Not Available.
Source: McCord Travel Services.

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SMM-2-86

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TABLE V-2

Expected increases in 1986 trade show exhibition costs

Component	Projected Increase in Costs
Space rental rates	8.72%
Personnel:	
Projectionist	3.02
Janitor	1.50
Plumber	3.26
Electrician	5.12
Carpenter	5.35
Equipment:	
Audiovisual	4.43
Furniture	3.00
Services:	
Photographer	2.79
Florist	3.73
Yard service	1.19
Other:	
Design & detailing	6.14
Shop construction materials	5.60
Shop construction labor	5.75
Freight	3.11
Drayage	4.62

Note: Year-to-year changes are due to the variety and number of respondents.
Source: International Exhibitors Assn.

TABLE V-3

Audiovisual equipment purchase costs

Equipment	Purchase Price 1985	Purchase Price 1984	% Change 1984–85
Projectors			
Super 8mm sound movie	$499–$639	$499–$550	+ 7.7%
16mm sound movie	900–1,400	1,100–1,365	– 6.7
35mm slide with synchronized tape deck	350–950	435–980	– 8.2
Rear-screen 35mm filmstrip with self-contained synchronized tape	350–700	400–600	+ 4.7
Opaque	500–750	600–760	– 8.0
Overhead transparency	200–825	200–825	N.C.
Remote-control silent filmstrip	150–300	100–350	N.C.
Tape recorders			
Cassette	50–600	150–427	+11.0
Reel-to-reel	400–1,000	400–1,000	N.C.
Video equipment			
Recorders and players			
½-inch color cassette	600–1,800	695–2,000	–11.0
¾-inch color cassette	1,500–3,500	1,695–4,590	–20.0
Cameras—color	500–7,500	760–6,750	+ 6.1
Receivers and monitors—color	450–1,300	350–1,395	+ .2

N.C.—No Change.
Note: These are factory-suggested retail prices for typical audiovisual equipment, without optional extras, which can be purchased at corporate as well as at branch sales offices. Significant changes in the price ranges reflect manufacturer changes in product line.

Source: Sales and Marketing Management survey.

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SM-2

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TABLE V-4

Audiovisual equipment rental costs

	Average Rental Rates			
	Daily		Weekly	
Equipment	1985	1984	1985	1984
Projectors				
Super 8mm sound movie	**$25**	$25	**$83**	$83
16mm sound movie	**28**	28	**93**	91
35mm slide	**23**	23	**76**	76
35mm slide with synchronized tape deck	**35**	38	**116**	113
Rear-screen 35mm filmstrip with self-contained synchronized tape	**54**	33	**179**	110
Opaque	**33**	28	**110**	93
Overhead transparency	**25**	23	**83**	76
Remote-control silent filmstrip	**28**	19	**93**	60
Tape recorders				
Cassette—stereo	**33**	27	**110**	92
Reel-to-reel—stereo	**33**	32	**110**	107
Video equipment				
½-inch cassette	**55**	65	**183**	215
¾-inch cassette	**97**	89	**322**	280
Color player—¾-inch cassette	**58**	63	**193**	210
Large-screen receiver	**288**	292	**956**	958

Source: Sales and Marketing Management survey.

TABLE V-5

Typical trade show exhibit costs

Component	1985 Average Costs
Space rental rates/sq. ft.	$ 11.96
Exhibit construction[*]	
Backwall/linear ft.	1,056.00[1]
Island/sq. ft.	28.00[1]
Freight/cwt.	16.05
Drayage/hr.	26.97
Personnel:	
Projectionist/hr.	22.82
Janitor/sq. ft.	0.10
Plumber/hr.	31.52
Electrician/hr.	34.58
Carpenter/hr.	31.05
Furniture rental:	
Upholstered lounge chair	24.86
Fiberglass side chair	14.36
Draped display table, 2′ × 6′	32.59
Desk	62.55
Carpeting/sq. yd.	8.88

[1] Three-year average, 1981–83.

[*] Design and detailing, materials, labor, etc., for a new custom-built exhibit.

Sources: Exhibit Surveys, Inc.
Tradeshow Week, Los Angeles, 213-626-5696, © 1985.

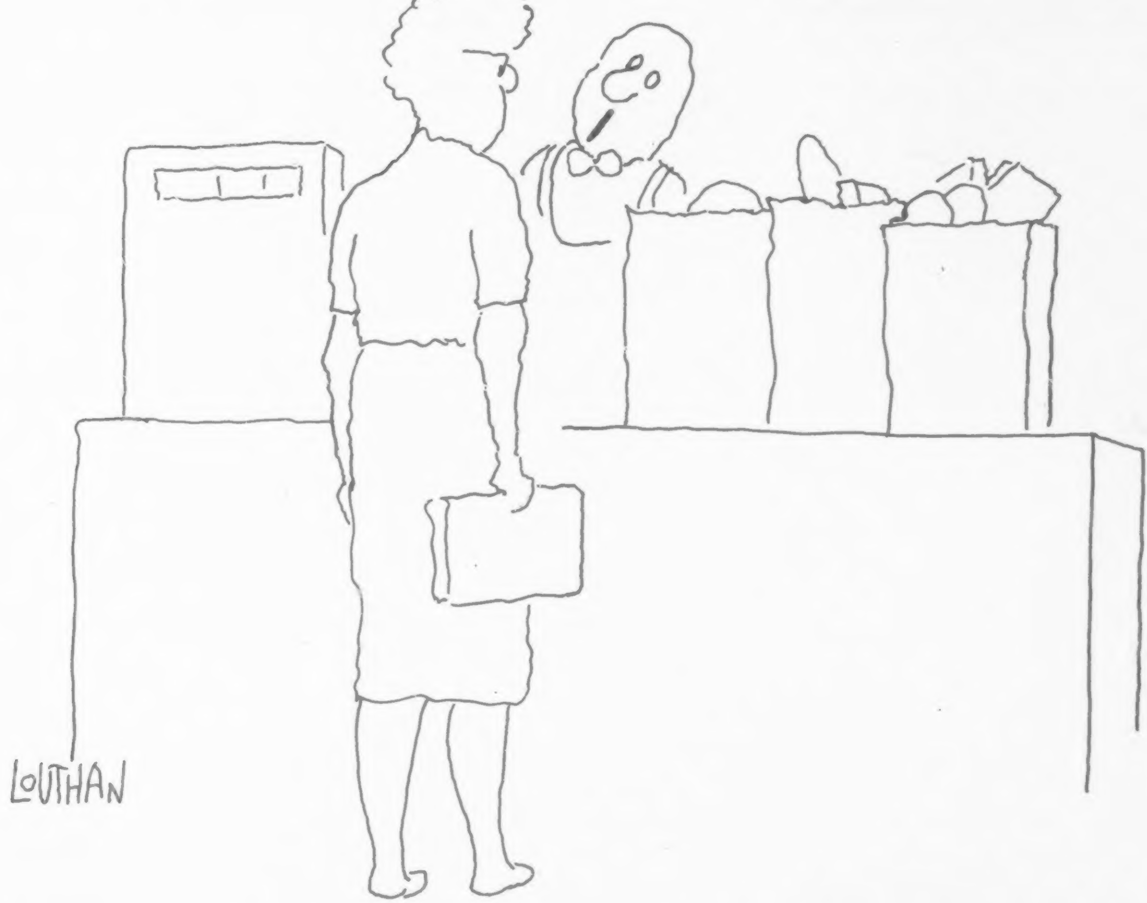

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TABLE V-6

Estimated advertising percentages in selected industries

Industry Sector	Advertising & Promotion Budget As % Of Net Sales 1984	Change In Pct. Points Of Advertising & Promotion 1983–84	Estimated Advertising & Promotion Budget As % Of Net Sales 1985	1986
FOOD PRODUCTS				
Food & kindred products	5.4%	+0.5%	5.6%	5.8%
Meat products	1.4	−0.8	1.5	1.5
Dairy products	4.0	+0.5	4.4	4.7
Canned foods	5.5	+0.2	5.7	5.9
Flour & other grain mill products	1.9	+0.4	1.9	1.9
Bakery products	1.2	+0.6	1.3	1.3
Malt beverages	8.1	+0.8	8.2	8.4
TOBACCO PRODUCTS				
Cigarettes	4.6	+0.1	5.0	5.3
Cigars	4.5	+0.2	4.9	5.2
TEXTILE MILL PRODUCTS				
Textile products	1.6	+0.2	1.5	1.4
Floor-covering mills	1.1	−0.1	1.1	1.1
APPAREL PRODUCTS				
Apparel & finished products	3.8	+0.3	4.1	4.3
FURNITURE & FIXTURES				
Household furniture	2.1	−0.2	2.1	2.0
Office furniture	1.6	−0.3	1.6	1.6
PAPER				
Paper & allied products	1.7	+0.8	1.7	1.7
PRINTING & PUBLISHING				
Publishing	3.3	+1.7	3.3	3.2
Newspapers	2.1	−0.2	2.2	2.2
Periodicals	4.1	+0.6	4.0	3.9
Books	4.0	−0.5	4.0	4.0
CHEMICALS & ALLIED PRODUCTS				
Chemicals	1.5	+0.2	1.5	1.5
Industrial inorganic chemicals	12.0	+2.8	12.7	13.3
Plastics materials & synthetic resins	0.8	−0.3	0.8	0.8
Ethical drugs	8.9	+0.5	9.1	9.3
Soap & other detergents	7.5	+0.1	7.8	8.0
Paints, varnishes, & lacquers	2.6	N.C.	2.7	2.7
PETROLEUM & COAL PRODUCTS				
Petroleum refining	0.3	+0.1	0.3	0.4
Paving & roofing materials	1.4	−0.1	1.4	1.4
RUBBER & MISC. PLASTICS PRODUCTS				
Rubber products	1.6	+0.1	1.6	1.6
Misc. plastic products	1.2	N.C.	1.2	1.2
Footwear, except rubber	3.8	+0.8	3.8	3.9
STONE, CLAY, & GLASS PRODUCTS				
Glass containers	3.0	+1.7	3.1	3.2
Pottery & china	1.7	+0.2	1.8	1.9
FOUNDRIES				
Blast furnaces	1.6	−0.2	1.6	1.6
FABRICATED METALS				
Heating equipment & plumbing fixtures	2.3	+0.2	2.2	2.2

Industry Sector
MACHINERY & EQUIPMENT
Farm & garden machinery & equipment
Metalworking equipment
Office computing & accounting machines
Refrigeration & service industry equipment
ELECTRIC & ELECTRONIC EQUIPMENT
Household appliances
Radio, TV sets
TRANSPORTATION EQUIPMENT
Motor vehicles & car bodies
Travel trailers & campers
INSTRUMENTS & RELATED PRODUCTS
Optical instruments & lens
Medical instruments & appliances
Photographic
Watches & clocks
MISC. MANUFACTURING INDUSTRIES
Jewelry & precious metals
Musical instruments
Toys, games, & sporting goods
Pens & other writing instruments
COMMUNICATIONS
Radio-TV broadcasters
WHOLESALING
Autos & parts
Sporting & recreational goods
Drugs
Food
RETAILING
Lumber
Department stores
Variety stores
Grocery store chains
Automotive dealers & gas suppliers
Apparel
Women's ready-to-wear
Shoes
Furniture
Household appliances
Restaurants & fast-food chains
Mail-order houses
MISC. SERVICE INDUSTRIES
Hotels & motels
Personal services
Motion-picture production
Educational services

N.C.—No Change.

Note: The accompanying table is based on the eighth annual study of advertising and promotion expenditures of major U.S. Corporations, Ad $ Forecasts, by Schonfeld & Associates, an Evanston, IL, consulting company. The study contains 1984 historical figures, current-year forecasts of advertising budgets for more than 4,400 publicly owned companies in 210 industries. The data is compiled from 10-K reports filed with the Securities and Exchange Commission. Cautious interpretation is advised, since (1) companies may vary on their interpretation of what constitutes advertising and promotion expenditures; (2) large companies operating in several fields may be listed only in their primary industry sector; (3) figures are not reported for privately owned companies. Copies of the Ad $ Forecasts are available for $275 from Schonfeld & Associates, 2550 Crawford Ave., Evanston, IL 60201.

Source: Schonfeld & Associates, Inc.

Advertising & Promotion Budget As % Of Net Sales 1984	Change In Pct. Points Of Advertising & Promotion 1983–84	Estimated Advertising & Promotion Budget As % Of Net Sales	
		1985	1986
1.2%	N.C.	1.2%	1.3%
3.2	+0.3	3.3	3.3
0.8	−0.6	0.4	0.4
1.3	+0.5	1.3	1.3
2.9	+0.4	2.8	2.8
2.5	−1.0	2.3	2.2
1.9	+0.3	1.8	1.7
1.6	N.C.	1.0	1.0
2.0	−1.9	2.0	2.0
1.4	+0.1	1.4	1.5
3.9	+0.2	4.1	4.2
1.6	−0.7	1.2	0.9
0.7	−2.8	0.6	0.6
1.9	−0.6	1.7	1.5
7.3	+0.6	7.0	6.7
4.7	−0.8	4.4	4.1
3.9	+0.2	3.8	3.7
4.7	+0.7	4.7	4.8
0.8	−0.3	0.8	0.8
1.3	+0.5	1.3	1.2
0.4	+0.2	0.4	0.4
2.2	−0.1	2.2	2.2
3.3	+0.2	3.3	3.3
2.2	+0.1	2.2	2.2
1.4	+0.1	1.4	1.4
1.6	+0.2	1.7	1.7
2.0	−0.4	2.0	2.0
2.0	−0.1	2.0	2.0
2.0	+0.4	2.0	2.0
7.1	+0.3	7.0	7.0
5.7	+0.3	5.7	5.6
3.7	+0.5	3.7	3.7
15.3	−1.6	14.5	13.9
2.6	N.C.	2.7	2.7
5.8	+0.1	5.8	5.9
10.5	+0.8	11.5	12.6
4.3	−0.4	4.3	4.4

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Transportation

TABLE VI-1

Automobile fleet purchase costs

Model	Fleet Purchase Price Eight-Cyl. 1986	1985	% Increase 1985–86	Six-Cyl. 1986	1985	% Increase 1985–86
Chevolet Caprice Classic, two-door sedan	$ 9,510	$8,737	8.8%	$9,178	$8,533	7.6%
Chevrolet Celebrity[1], four-door sedan	—	—	—	8,077	7,374	9.5
Dodge Diplomat Salon[2], four-door	8,951	8,410	6.4	—	—	—
Ford Crown Victoria-S Sedan[2], four-door pillared	10,500	9,137	14.9	—	—	—
Oldsmobile Cutlass Supreme, four-door sedan	9,842	8,928	10.2	9,383	9,383	9.2

[1] Not available in eight-cylinder model.
[2] Not available in six-cylinder model.
Note: All prices include only the equipment that the manufacturer considers standard, freight charges are not included. Fleet purchase price will vary according to deals worked out by individual buyers and sellers.
Source: Automobile invoice service, *New Car Cost Guide.*

TABLE VI-2

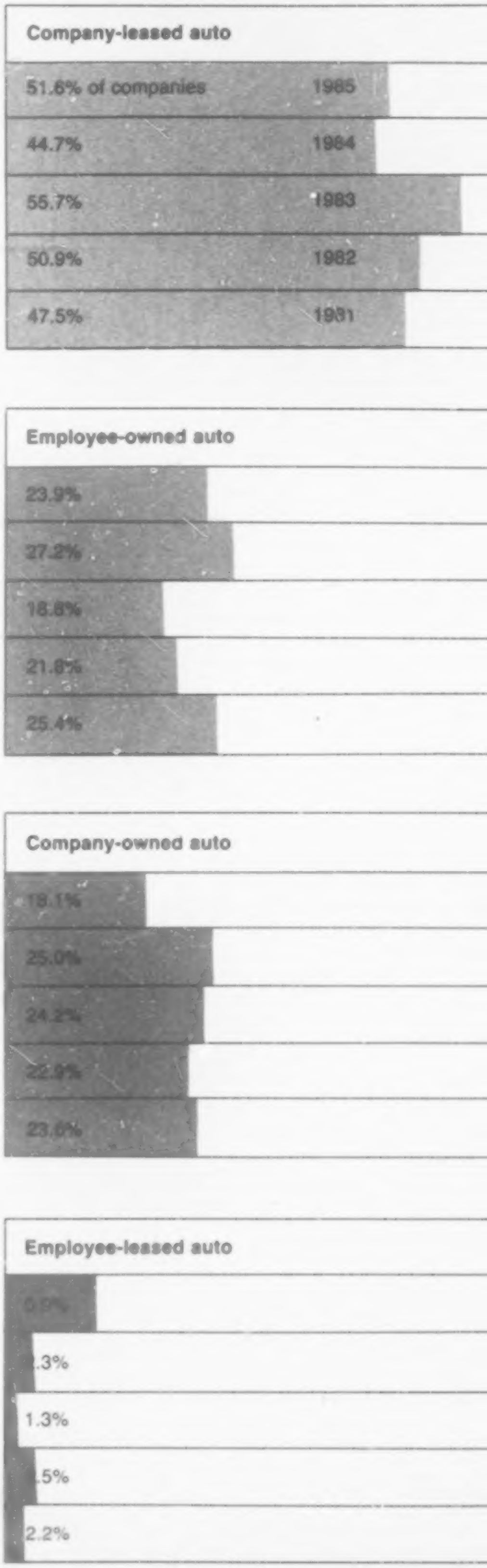
Auto mileage reimbursement plans

Allowance Plan	% Of Companies Consumer Products 1985	1984	Industrial Products 1985	1984	Other* 1985	1984
Single rate mileage allowance						
Under 15c per mile	1.4%	0.9%	0.8%	0.5%	0.8%	—
15c per mile	1.4	2.6	—	0.7	—	—
16c per mile	2.9	1.8	0.4	—	—	0.6%
17c per mile	—	0.9	0.4	0.7	0.8	—
18c per mile	—	3.5	0.8	1.5	0.8	2.4
19c per mile	2.9	4.3	2.3	4.4	0.8	4.1
20c per mile	37.7	57.4	42.2	52.5	51.7	56.5
21c per mile	20.3	6.1	15.9	8.6	13.1	7.0
Over 21c per mile	5.8	4.3	3.1	7.7	5.7	15.8
Fixed periodic allowance	4.4	5.2	9.3	8.6	11.5	5.3
Graduated mileage allowance	2.9	1.8	3.5	3.5	0.8	1.8
Combination allowances**	14.5	4.3	10.1	5.4	7.4	2.4
Other	5.8	6.9	11.2	5.9	6.6	4.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Includes services, financial institutions, transportation, utilities, etc.
**Typically include allowances per mile plus allowances per week or month.
Note: Some yearly differences reflect changes in companies reporting data.
Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

TABLE VI-3

Sources of autos used by salespeople



Note: Change in category groupings from year to year make comparisons imprecise. Details may add up to more than 100 due to rounding.
Source: Executive Compensation Service, Inc., a subsidiary of the Wyatt Co.

TABLE VI-4

Air fares for the 25 most travelled routes

Rank	From	To	Range Of One-Way Coach Fares 1985	1984	% Change Coach Fare[1] 1984–85
1.	Boston	New York	$59–$129	$ 60–$129	− .5%
2.	Chicago	New York	200–270	200–268	+ .4
3.	New York	Washington, DC	75–124	75–125	− .5
4.	Los Angeles	New York	240–490	175–420	+22.7
5.	Dallas	Houston	50–148	35–121	+26.9
6.	Los Angeles	San Francisco	49–94	35–142	−19.2
7.	Buffalo	New York	79–181	135–145	− 7.1
8.	New York	San Francisco	520	195–479	+54.3
9.	New York	Pittsburgh	99–143	143	−15.4
10.	Detroit	New York	89–210	70–223	+ 2.0
11.	Houston	New York	129–347	120–340	+ 3.5
12.	Chicago	Minneapolis	95–163	50–155	+25.9
13.	Dallas	New York	99–361	79–344	+ 8.8
14.	Atlanta	New York	215–286	275	− 8.9
15.	New York	Norfolk	59–124	45–118	+12.3
16.	Los Angeles	Phoenix	39–89	50–158	−38.5
17.	San Diego	San Francisco	55–85	49–100	− 6.0
18.	Denver	New York	180–400	150–362	+13.3
19.	Boston	Washington, DC	115–179	105–179	+ 3.5
20.	Houston	New Orleans	60–190	55–110	+51.5
21.	Columbus	New York	89–210	119–201	− 6.6
22.	Dallas	San Antonio	69–161	62–125	+23.0
23.	Chicago	Detroit	49–160	104–173	−24.5
24.	Chicago	Washington, DC	210–250	185–228	+11.4
25.	New York	Syracuse	75–110	89–113	− 8.4
	25-trip average		**$120–$217**	**$105–$207**	**+ 7.7%**

N.C.—No Change.

[1] The percent change in coach fares is based on the midpoint of the range for each year.

Note: Round-trip fare is double the one-way fare. Fares are for typical daytime business travel and do not reflect night or other special rates. Fare shown represents the range of one-way fares by all the airlines flying direct between the cities mentioned. All fares are rounded to the nearest dollar.

Sources: Civil Aeronautics Board, *Passenger Origin and Destination Survey*; McCord Travel Services.

TABLE VI-5

Average cost of 15 frequently made moves

Rank	From	To	1985 Cost	% Increase 1984–85
1.	New York	Miami	$3,636	8.0%
2.	New York	Los Angeles	6,071	8.0
3.	Chicago	Los Angeles	5,143	8.0
4.	New York	Chicago	2,954	8.0
5.	Chicago	New York	2,954	8.0
6.	New York	San Francisco	6,188	8.0
7.	Los Angeles	New York	6,071	8.0
8.	New York	Washington, DC	2,168	8.0
9.	Chicago	San Francisco	5,272	8.0
10.	New York	Houston	4,172	9.1
11.	Los Angeles	Chicago	5,143	8.0
12.	Los Angeles	Seattle	3,270	8.0
13.	Los Angeles	Houston	4,006	9.2
14.	San Francisco	New York	6,188	8.0
15.	Washington, DC	New York	2,076	11.6
	Average of 15 moves		**$4,354**	**8.3%**

Note: Based on average move of 8,000 lbs. Excludes packing containers and unpacking charges, which may vary within the areas indicated, depending upon origin of move. Moves between the same two cities may vary depending on the direction of the move. Figures are calculated using tariff charges filed with the Interstate Commerce Commission as a base. As a result of deregulation, discounts from these prices vary between carriers.
Source: Sales and Marketing Management survey.

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TABLE VI-6

Intermediate and compact car-rental rates

City Or Metro Area	Average Intermediate Rates $ Per Day/ ¢ Per Mile	Average Compact Rates $ Per Day/ ¢ Per Mile
Northeast		
Albany	$51.35	$47.75
Boston	56.00	56.50
Bridgeport-Stamford-Norwalk-Danbury	45.00	40.50
Buffalo	59.00	53.00
Harrisburg	57.65	50.75
Hartford	55.65	49.50
Jersey City	N.A.	N.A.
Long Branch	N.A.	N.A.
Nassau-Suffolk	N.A.	N.A.
Newark	62.35	59.75
New Bedford	N.A.	N.A.
New Brunswick	N.A.	N.A.
New Haven	53.35	48.00
New York	68.65	63.50
Philadelphia	58.65	52.75
Pittsburgh	48.00	44.50
Providence	62.00	56.25
Rochester	61.35	55.00
Springfield, MA	53.35	48.00
Syracuse	48.65	43.25
Worcester	50.65	53.00
Average	**$55.73**	**$51.38**

City Or Metro Area	Average Intermediate Rates $ Per Day/ ¢ Per Mile	Average Compact Rates $ Per Day/ ¢ Per Mile
Midwest		
Akron	$58.00	$50.65
Canton	N.A.	N.A.
Chicago	58.35	55.00
Cincinnati	52.35	49.50
Cleveland	62.00	56.25
Columbus	51.35	43.75
Dayton	53.65	52.00
Des Moines	41.35	36.75/13¢[3]
Detroit	54.00	50.25
Grand Rapids	N.A.	N.A.
Indianapolis	60.35	51.50
Kansas City, MO	50.65	42.75
Milwaukee	54.00	49.75
Minneapolis-St. Paul	49.00	46.25/20¢[3]
Omaha	58.00	50.00
St. Louis	46.65	43.25
Springfield, IL	49.00	47.00
Toledo	55.65	50.00
Wichita	55.35	49.00
Average	**$53.40**	**$48.45/N.A.P.**

City Or Metro Area	Average Intermediate Rates $ Per Day/ ¢ Per Mile	Average Compact Rates $ Per Day/ ¢ Per Mile
South		
Atlanta	$54.35	$49.50
Austin	45.65	43.00
Baltimore	62.00	56.00
Birmingham	47.00	43.75
Charlotte	52.65	48.00
Dallas	48.65	43.00
Fort Worth-Arlington	N.A.	N.A.
Fort Lauderdale	N.A.	N.A.
Greensboro	N.A.	N.A.
Houston	43.00	36.75
Jacksonville	38.35	34.25
Little Rock	47.00/29¢[1]	40.50/27¢[1,3]
Louisville	49.00	45.50
Memphis	50.35	46.50
Miami	37.35	34.50
Nashville	53.65	50.50
New Orleans	50.00	48.00
Norfolk	44.35	42.75
Oklahoma City	50.35	47.00
Orlando	35.35	33.00
San Antonio	41.00	35.00
Tampa	35.65	32.75
Tulsa	N.A.	N.A.
Washington, DC	58.00	55.00
Wilmington	58.65	52.75
West Palm Beach	N.A.	N.A.
Average	**$47.73**	**$43.70/N.A.P.**

City Or Metro Area	Average Intermediate Rates $ Per Day/ ¢ Per Mile	Average Compact Rates $ Per Day/ ¢ Per Mile
West		
Albuquerque	$42.65	$37.50
Anaheim	N.A.	N.A.
Boulder	N.A.	N.A.
Denver	43.65	41.25
Fresno	53.65	44.25
Honolulu	28.65	23.00
Las Vegas	51.00	45.25
Los Angeles	53.65	46.00
Oakland	N.A.	N.A.
Oxnard	N.A.	N.A.
Phoenix	43.35/31¢[2]	39.75/30¢[2]
Portland	47.65	44.75
Riverside	N.A.	N.A.
Sacramento	50.00	46.50
Salt Lake City	48.00	42.25
San Diego	50.35	46.50
San Francisco	48.65	44.25
San Jose	45.00	42.25
Seattle	45.65	44.00
Tucson	41.00	36.00
Average	**$46.06/N.A.P.**	**$41.60/N.A.P.**

---

[1] Denotes city in which Avis does not include unlimited mileage.

[2] Denotes city in which National does not include unlimited mileage.

[3] Denotes city in which Budget does not include unlimited mileage.

N.A.P.—Not applicable due to varying rate structures.

N.A.—Not Available.

Notes: Average intermediate and compact rates are obtained from a Runzheimer survey of auto-rental costs. Cities for which rates were not available are denoted with N.A. No Canadian rates are available. Rates shown here are the commonly used nondiscountable "dry rates" (no gas). When comparing regional average intermediate and compact rates, allowance must be made for the fact that the charges include free mileage from 100 miles to unlimited.

Hertz rates include unlimited mileage and National, Budget, and Avis rates include unlimited mileage except as noted above. Where applicable, excess mileage rates are shown.

Source: Sales and Marketing Management survey, Runzheimer survey.

TABLE VI-7

Average cost of moving between selected cities

FROM / TO	ATLANTA	BOSTON	CHICAGO	COLUMBUS, OH	DENVER	DETROIT	HOUSTON	LOS ANGELES	MEMPHIS	MIAMI	NEW YORK	PHILADELPHIA	PHOENIX	ST. LOUIS	SAN FRANCISCO	SEATTLE	WASHINGTON, DC
ATLANTA		3062	2598	2182	3626	2524	2641	5232	2025	2362	2850	2659	4358	2278	5581	5721	2385
BOSTON	3062		3069	2560	4716	2714	4431	6138	3519	3863	2073	2098	5708	3248	6207	6095	2151
CHICAGO	2610	3069		2173	3037	2243	3284	5143	2488	3720	2954	2810	4417	2213	5272	5100	2636
COLUMBUS, OH	2182	2560	2085		3328	1902	3183	5274	2315	3183	2409	2202	4548	2060	5487	5367	2031
DENVER	3626	4716	3037	3328		3414	2702	3154	2702	4884	4505	4254	2572	2732	3371	3463	4099
DETROIT	2524	2714	2147	1902	3414		3550	5433	2582	3634	2591	2488	4746	2330	5514	5346	2235
HOUSTON	2641	4431	3284	3183	2702	3550		4006	2322	3283	4172	3937	3183	2627	4634	5346	3686
LOS ANGELES	5232	6138	5143	5274	3154	5433	4006		4132	5790	6071	5920	2134	4578		3270	5782
MEMPHIS	2025	3519	2416	2315	2702	2582	2322	4462		2907	3284	3037	3739	1995	5142	5346	2738
MIAMI	2378	3820	3677	3140	4884	3590	3283	5790	2907		3593	3370	5390	3292	6087	6351	3023
NEW YORK	2850	2177	2954	2453	4505	2631	4172	6071	3284	3636		2030	5617	3065	6188	6092	2168
PHILADELPHIA	2663	2186	2810	2202	4254	2588	3937	5920	3037	3413	2030		5454	2862	6077	5937	1989
PHOENIX	4358	5708	4417	4548	2572	4746	3183	2042	3739	5390	5617	5454		3816	2547	3739	5303
ST. LOUIS	2278	3248	2125	2060	2732	2330	2627	4578	1995	3292	3065	2862	3816		5083	5083	2667
SAN FRANCISCO	5581	6207	5272	5487	3371	5514	4634		5142	6087	6188	6077	2551	5083		2694	5898
SEATTLE	5721	6095	5100	5367	3463	5346	5346	3270	5346	6351	6092	5937	3739	5083	2694		5790
WASHINGTON, DC	2385	2151	2628	2031	4099	2235	3686	5782	2738	3023	2076	1989	5303	2667	5898	5790	

Note: Charges stated in dollars, based on average move of 8,000 lbs. Excludes containers, packing and unpacking and other charges, which may vary within the areas indicated, depending upon origin of move. It should be noted that because moving rates are calculated from the city of origin, costs between the same two cities may vary depending on the direction of the move. Figures are calculated using tariff charges filed with the Interstate Commerce Commission as a base. As a result of deregulation, discounts from these prices vary between carriers.

Source: Sales and Marketing Management survey.

TABLE VI-7
Average cost of moving between selected cities

3/12/86
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S&MM cover illustration by Altemus

Cover:
Less than two years ago, The U.S. division of Wilkinson Sword consisted of just two people. Today, the number is closer to 100, including 34 salespeople. The company's decision to quit using reps and build its own sales force was not an easy one. To see how they did it, turn to page 42.

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LETTERS

Missed you

I applaud your special section "The Computer in Sales and Marketing" [S&MM, Dec. 9, 1985]. This timely article addressed many of the issues and problems that sales professionals encounter when trying to automate. Our own research indicates that only a small percentage of people use any type of computer on a daily basis, supporting your three percent figure.

I was surprised and disappointed, however, that our program, called Prospecting, was omitted from your directory. It was one of the first sales and marketing programs on the market for micro-based computers. Prospecting is a comprehensive program that has an application for lead tracking, sales management, and customer follow-up. It is used in direct marketing, sales management, and advertising management. Thank you for allowing us to reassure the thousands that have purchased, or are considering purchasing Prospecting, that we are alive and well at Key Systems.

Charles Brodbeck
Director of marketing
Key Systems
Louisville, KY

I enjoyed your report "Keeping Current with AV Equipment" [S&MM, Jan. 13]. The coverage of the multi-image industry was current and comprehensive, except for one surprising ommission. You failed to mention AVL!

AVL (Audio Visual Laboratories), one of the pioneers in the multi-image industry, was founded in 1970. In 16 years, AVL has grown to become the dominant leader in the industry, with an estimated 60% share of the domestic and international market for multi-image equipment.

Your readers should know that AVL is still going strong!

Marla Suttenberg
Manager of marketing
communications
AVL
Tinton Falls, NJ

We welcome the opportunity, Readers Brodbeck and Suttenberg, to let

(continued on page 118)

What's Coming Up

Komatsu in a Cat fight. The world's second largest maker of construction equipment takes on No. 1 Caterpillar in the U.S. with competitive pricing. Apr. 7.

Department store blues. With specialty shops cutting into department store market shares, big-time retailers scurry for solutions. Apr. 7.

S&MM Survey of Industrial & Commercial Buying Power. Our annual volume listing plant locations and shipment totals in both manufacturing and non-manufacturing industries. Apr. 28.

Correction

The table below, which appeared with the article "How to Pay National Account Managers" in our Jan. 13, edition, was incorrectly labelled. The original headings gave the impression that the first column of dollar figures represented salary through October, and that the second column represented salary for the full year. This version contains the correct headings.

What NAMs earn

Individual 1985 Sales Volume ($Mil) Range	1985 Salary	1985 Salary Plus Projected Incentive Pay	Percent Change 1984–1985	
			Salary	Salary Plus Incentives
Below 25	$47,100	$57,000	8.0%	13.4%
25–49.9	55,600	62,900	8.7	12.1
50–99.9	68,500	73,900	11.0	12.5
100 and Above	81,200	93,200	1.6	2.8

Computer sales are now forged in Dukker's converted foundry.

merchandise from authorized dealers who want to sell to us. But that accounts for only 25 percent of the company's dollar volume,'' he says.

The company also has a 12-person technical support staff to test equipment and answer questions from customers. ''To be successful, you have to address customer service and technical support,'' he says.

CHANGING DIRECTIONS

Manufacturing out, marketing in at Berkey

When the sales picture began looking a little fuzzy at 53-year-old Berkey Photo, CEO Jerry Burgdoerfer had a simple solution: change the company's line of business.

Berkey (the ''Photo'' was dropped late last year) left the manufacturing business for distribution and marketing. The company even sold its photofinishing business, which in 1984 was responsible for more than half of the company's $215.6 million in sales. (Burgdoerfer declined to release 1985's sales figures, which are expected to be about $200 million.)

Berkey divisions had also manufactured photographic, graphic arts, and TV and theatrical lighting equipment.

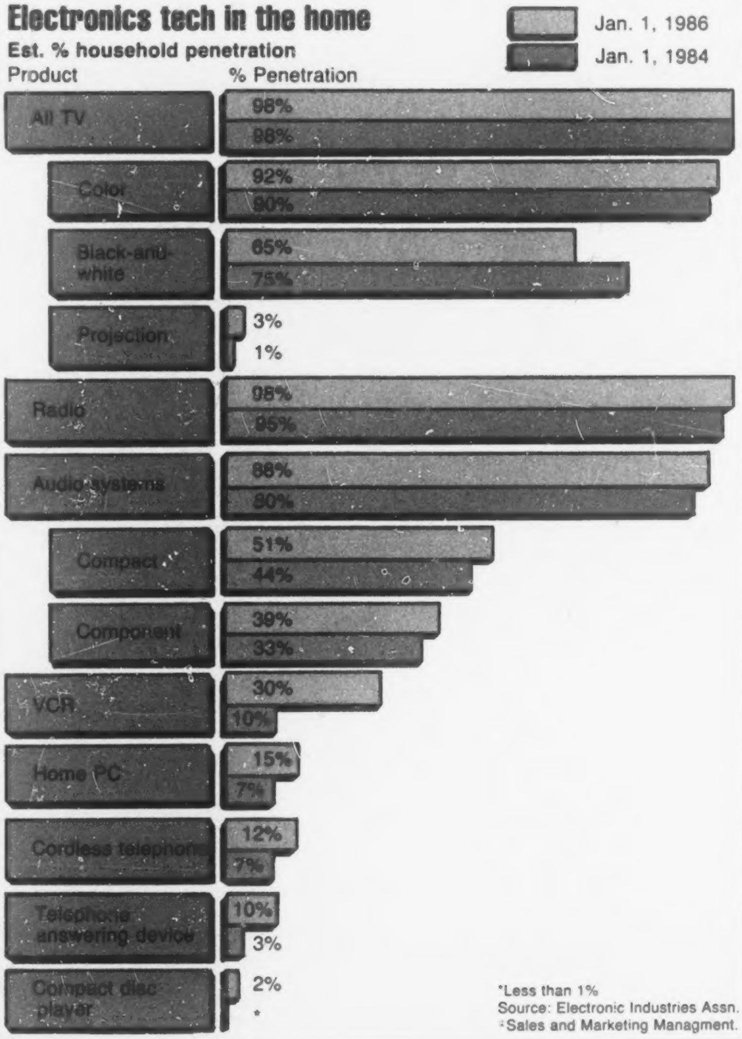
Why change businesses? Burgdoerfer says the manufacturing concerns tied up capital and were un-

S&MM SALESGRAPH

Home is where the hi-tech is

A growing proliferation of electronic gadgetry used for entertainment, information, and education is transforming the household into an electronics warehouse. Spurring the phenomenon, as RCA executive Roy H. Pollack told a recent International Tape Assn. conference, are "Inventions of new products or concepts, improvements of existing products, and reaction to economic, political, or social forces such as the move away from energy-intensive activities."

In the last two years alone, the share of households with a VCR tripled, and the share of those with a PC more than doubled despite last year's computer sales slump. Practically every home, 98%, has a TV, and more than 90% have color sets. The only hi-tech consumer product among the 11 that Electronics Industries Assn. tracks (see graph) that is in relatively fewer homes than two years ago is black-and-white TV.



*Less than 1%
Source: Electronic Industries Assn.
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Dale Brown, Head Basketball Coach
Louisiana State University

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weaknesses, then we help them to capitalize on their strengths and overcome the weaknesses," says Loftus.

Ace is also encouraging dealers to develop power aisles and dump bins to display their more popular low-priced items. "We want to improve our price value image with the customer and we want those bins where people will trip over them when they walk into the store," says Loftus. For the 30 stores that have already gone with the Store of the Future concept, results have been encouraging, and there are plans in the works, says Loftus, for 100 more remodelings.

Jay Buikema, owner of five Ace stores in the Chicago area, opened a newly remodeled store in November. "It's been a huge success," he

MARKET HIGHLIGHT

New products buck popular social trends

Despite rising costs and the difficulty of pinning down fickle consumer tastes, marketers rolled out a record 2,206 new products in supermarkets and drug stores last year. In doing so, they went against certain popular social trends.

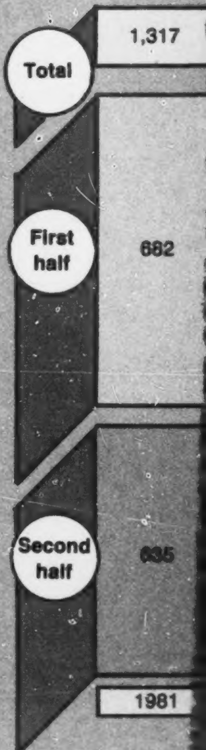
The number of new products was 11.0% higher than the year before, according to Dancer Fitzgerald Sample's *New Product News*. The uptick was similar to 1983's 10.7% gain, but sharply under 1983's 19.4% upsurge, indicating that accelerating costs of product debuts are making marketers more cautious.

Two of the three fastest-growing categories last year bucked the physical fitness trend. Soups were the pacesetter, with a 93% runup, as Campbell Soup and Thomas J. Lipton duelled to make their products serve a wider variety of menu needs. Close behind: tobacco, up 86%, and macaroni-potatoes-rice, 83%.

As increasing health concerns drove per-capita cigarette consumption down 10% in the 1980–84 period, tobacco marketers in turn made a stronger pitch for women, who now account for nearly half of all smokers. R. J. Reynolds put designer Yves St. Laurent's logo on its new Ritz brand and Philip Morris unveiled a 120mm version of Virginia Slims.

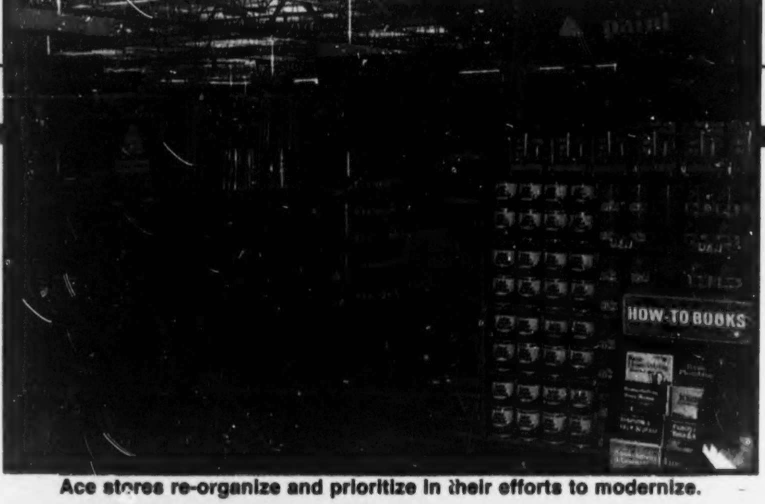
While the macaroni-potatoes-rice category doesn't seem to fit in with dietary trends, *New Product News* editor Martin J. Friedman notes that "Pasta is an in food right now. Women's magazines devote considerable editorial material to pasta recipes."

Economics may figure in, too. *The Lempert Report,* a marketing newsletter, points to the sharp increase in women who maintain families without a spouse. It notes that "with a median income of only $12,630, they often rely on 'meal stretcher' items such as pasta to make their food dollar do more."

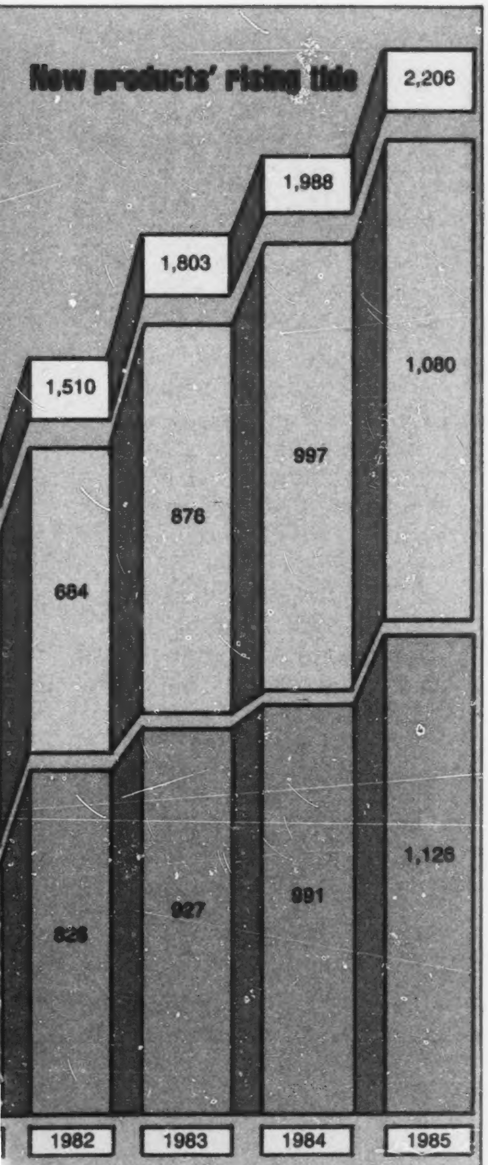


says. "We can't keep up with the demand for merchandise in the dump bins and tables."

Buikema's remodeled Naperville store is—if anything—certainly unusual. There is a live monkey on display, bath spas that bubble away, and a computer in the paint department that can deliver a perfect color match from a customer's paint chip or swatch of material.



Ace stores re-organize and prioritize in their efforts to modernize.



Source: Dancer Fitzgerald Sample, *DFS New Product News*.
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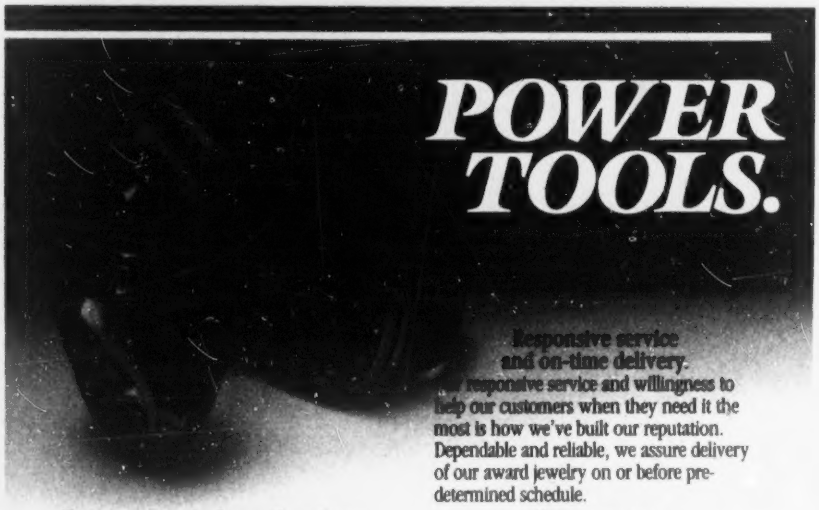

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MEET THE SALES FORCE OF THE FUTURE

It will be older, decidedly more female, and more productive, says a study from the Bureau of Labor Statistics.

By THAYER C. TAYLOR
Senior Editor/Management Sciences

Marketers mapping long-range sales strategies through the mid-1990s will have to reckon with a sales force whose complexion will change markedly. Mostly, marketers can expect to have more women calling on prospects and accounts. They will also benefit from healthy productivity gains by their salespeople and experience considerable difficulty in hiring younger trainees.

These trends will be triggered by the aging of the baby boom generation and the baby bust group that followed it. The effects of this maturation process are at the core of the federal government's new long-range projections, developed by the Bureau of Labor Statistics' Office of Economic Growth and Employment Projections (OEGEP), that cover the economy, labor force, industry, and occupations.*

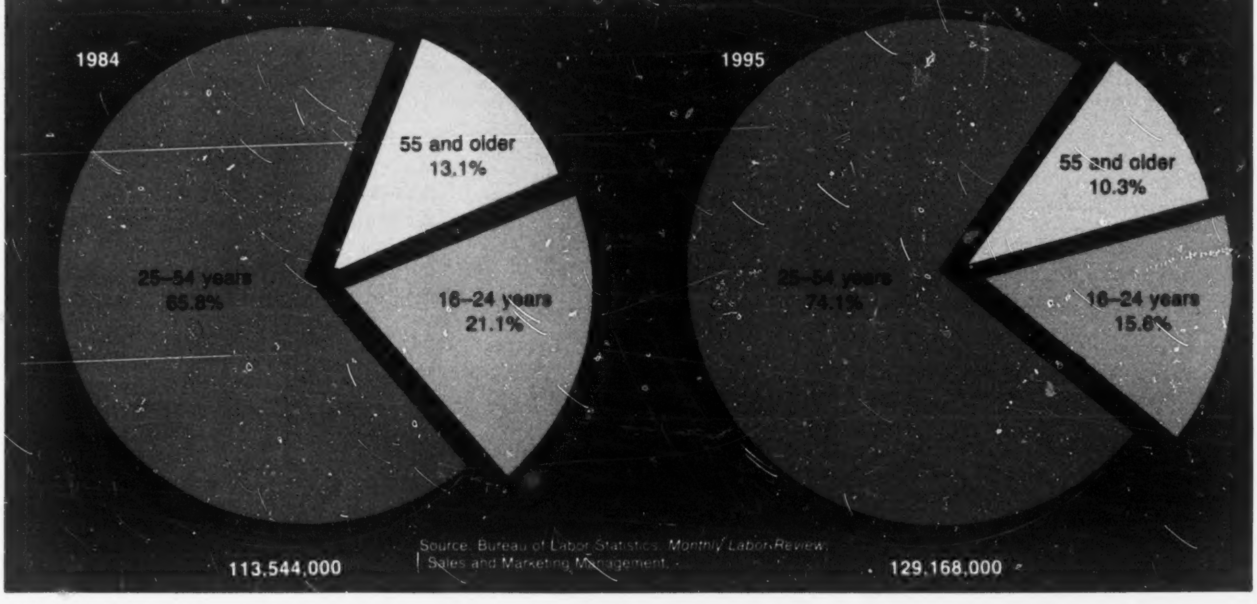
While the total labor force (people with jobs plus those looking for work) will increase 15.6 million (13.8%) between 1984 and 1995, two-thirds of the newcomers will be women. Considering that "the total number of salesworkers is projected to increase a faster-than-average 20%," says John Lukasiewicz, OEGEP economist, the more rapid growth rate implies that marketers will have to hire women to a greater degree to keep their sales forces expanding.

Marketers can be encouraged by the changed age mix of tomorrow's work force. "Nearly three-fourths of the 1995 labor force will be in the prime working ages (25 to 54 years) compared with two-thirds in

---

The Bureau of Labor Statistics developed three scenarios of future growth: Low trend, with an annual 2.2% growth in gross national product (GNP); moderate trend, 2.9%, and high trend, 3.5%. In the past, GNP grew 2.0% per year in the 1973–77 period, 2.6% in 1977–84.

Labor force outlook: More experienced workers



Source: Bureau of Labor Statistics, *Monthly Labor Review*; Sales and Marketing Management.

Sales force outlook: Above-average growth

Marketing & Sales Occupations (000)	1984	1995 Low Trend	1995 Moderate Trend	1995 High Trend	1984–95 % Increase Moderate Trend
Total	11,173	12,697	13,393	13,990	+20%
Retail salespersons	2,732	2,916	3,075	3,213	13
Cashiers	1,902	2,343	2,469	2,579	30
Wholesale trade salesworkers[1]	1,248	1,536	1,617	1,688	30
Stock clerks, sales floor	574	607	641	670	12
Manufacturing salesworkers[1]	**547**	**569**	**598**	**623**	**9**
Insurance salesworkers	371	384	405	422	9
Real estate agents & brokers	363	396	415	432	14
Brokers, real estate	43	48	50	52	16
Sales agents, real estate	320	348	365	380	14
Counter & rental clerks	96	93	98	101	2
Securities & financial services salesworkers	81	107	113	118	39
Travel agents	72	98	103	108	44
Real estate appraisers	38	42	45	46	19

[1] Wage and salary workers only; does not include self-employed.
Source: Bureau of Labor Statistics, *Monthly Labor Review*.
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Consumer market outlook: Services the spur

	1984	1995 Low Trend	1995 Moderate Trend	1995 High Trend	1984–95 % Increase Moderate Trend
Key indicators (Bil. of 1977 dollars)					
Gross national product	$2,367.3	$3,006.4	$3,240.5	$3,550.9	+37%
Disposable personal income	1,630.3	2,055.7	2,114.6	2,125.5	30
Per capita income	**$6,888**	**$7,921**	**$8,147**	**$8,190**	**18**
Personal consumption	1,522.2	1,929.2	2,053.5	2,257.9	35
Durables	237.2	299.9	320.6	363.7	35
Nondurables	572.2	659.7	702.5	763.0	23
Services	712.8	969.6	1,030.4	1,131.2	45
Households (Thous.)	84,985	102,446	102,446	102,446	21
Family	61,996	72,250	72,250	72,250	17
Nonfamily	22,989	30,196	10,196	30,196	31

Sources: Bureau of Labor Statistics, *Monthly Labor Review*; income data provided by Betty W. Su, Office of Economic Growth and Employment Projections.

Industrial sales outlook: Communications the frontrunner

Major Sectors (Bil. of 1977 dollars)	1984	1995 Low Trend	1995 Moderate Trend	1995 High Trend	1984–95 % Increase Moderate Trend
Agriculture	$ 65.9	$ 73.5	$ 80.7	$ 86.5	+23%
Mining	55.0	57.5	64.8	72.6	18
Construction	85.7	107.3	113.3	118.2	32
Manufacturing	533.9	659.3	738.6	827.4	38
Durables	324.5	426.5	472.3	532.2	46
Nondurables	209.4	242.8	266.3	295.2	27
Transporation, communications & public utilities	202.8	286.3	31.06	341.0	53
Transportation	69.5	83.6	90.6	99.0	30
Communications	75.0	134.7	145.8	160.6	94
Public Utilities	58.0	68.0	74.1	81.4	28
Trade	411.6	494.1	532.3	584.0	29
Wholesale	187.0	220.5	240.4	263.6	29
Retail	224.6	273.6	291.8	320.4	30
Finance, insurance & real estate	347.8	493.2	523.1	576.8	50
Services	315.5	430.8	461.9	503.7	46
Government enterprises	29.4	36.2	38.8	42.6	32

Source: Bureau of Labor Statistics, *Monthly Labor Review*.
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1984," notes Howard N. Fullerton, demographic statistician in OEGEP. In fact, prime age workers will swell 21 million while younger (16–24) and older (55 and up) workers will decline 3.7 million and 1.6 million, respectively.

For marketers, this means sales forces will be tilted more towards older and, ergo, more experienced professionals. Hence, productivity gains should slant upwards.

However, a big unknown hovers over this prospect, namely, the greater number of women who, because of their recent entrance into the sales picture, will be on the early phase of their learning curve. Their productivity gains will be influenced by the encouragement they receive in realizing their potential and the depth of their commitment to a sales career.

'SALES FORCES WILL BE TILTED MORE TOWARD OLDER, MORE EXPERIENCED PROS.'

The ascendancy of the prime working age group promises a big plus for marketers in the consumer buying area. The changed age mix means more workers will be in their peak earning years, thus lifting more consumer buying units into the upper income brackets.

To be sure, there's a cloud to the age mix's silver lining. The slippage in the 16–24 age group means a shrinking reservoir from which sales trainees are traditionally drawn. Marketers will thus face considerable pressure to raise compensation levels for new recruits, retain older salespeople for longer periods, or depend more on outright raiding.

Thus, the complexities of staffing tomorrow's sales forces may be as challenging as the strategies they'll be executing. S&MM

ter, snaps new pens into the stalls, and resumes plotting.

Impressed by how the graphs helped him increase his own sales, Sensormatic recently created the new position of retail financial analyst for DiLonardo, giving him the mission of preparing graphs for the company's 50-plus salespeople. When field sales personnel feel they are at a point in the selling cycle where a graphic presentation will help close a sale, they route their request through four regional sales managers. The vice president of marketing then ranks the requests for DiLonardo's services in order of importance.

The graphs are especially effective with the level of management Sensormatic salespeople call on, DiLonardo says. "Most of our presentations are to high-level people such as chief financial officer or executive vice president," he says. "They demand professional-looking reports, and computer graphics captures their interest."

COMPUTER HIGHLIGHT

1985: When the PC bubble burst

Despite a strong end-of-the-year finish, when December sales of PCs in computer specialty stores surged 63% over the prior month, 1985 stands as the year when the PC bubble burst. Total unit sales for the year plunged 14% to 1,952,900, according to InfoCorp's Retail Channel Tracking Services. The Cupertino, CA, researcher polls 300 computer retailers monthly.

Apple retained its hold on first place in the face of the market share slippage from 46% to 37%. Runner-up IBM closed in on the leader, upping its share four percentage points to 29%.

A more optimistic 1985 picture is painted by Future Computing, Dallas, that says retailers moved 2,440,000 PCs, 12% more than in 1984. One reason for the spread between the two firms' totals: Future Computing's survey includes captive outlets, such as IBM product centers and Radio Shack computer stores, which are not polled by InfoCorp.

As sales slide . . .

PCs sold in computer specialty stores

1984	2,260,800
1985	1,952,900

. . . Apple's lead slims

Market share	1984	1985
Apple	46%	37%
IBM	25	29
Compaq	6	9
AT&T	*	3
All others	23	22

*Negligible:
Sources: InfoCorp, *Retail Channel Tracking Service.*
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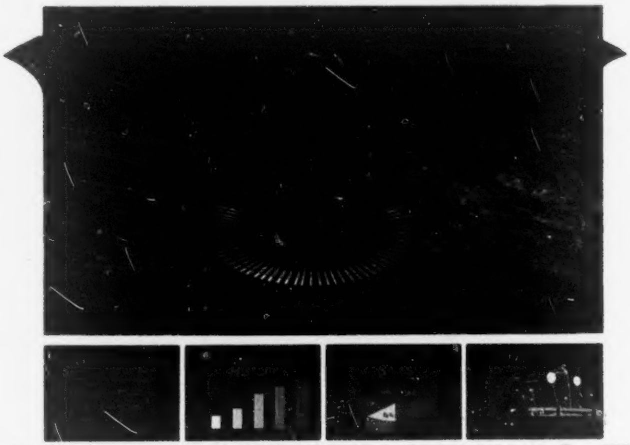

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Uncovering hi-tech prospects

The hi-tech marketplace's glitzy glamour and growth make it a popular sales target. But pinpointing prospects is a chancy affair because of the market's volatility and fragmentation.

But, as a result of several months of research, Corporate Technology Information Services (CorpTech), Wellesley Hills, MA, has compiled profiles of 15,000 companies in seven hi-tech sectors: advanced materials, artifical intelligence, computer hardware and software, biotechnology, robotics, and photonics (fiber optics and lasers), says Gerhard Lang, marketing vice president. He expects to have 35,000–40,000 in the database when CorpTech completes its research in more sectors: aerospace, specialty chemicals, energy, factory automation, medical, telecommunications, and subassemblies and components.

One of Lang's first sales was to Arthur Young & Co., a Big Eight accounting firm, for use by its High

Technology Group, a unit of accountants, tax specialists, and consultants that specializes in hi-tech clients. Six offices use the database and two more will join them shortly.

Doug O'Brien, manager of the firm's San Francisco branch, says, "When it comes to prospecting for new clients, it's a very useful tool for gaining a better understanding of what a local market or industry looks like. If I see there's a cluster of biotechnology companies in San Diego, I can alert people in the field."

CorpTech's Lang feels the database, besides providing sales leads, will be useful to marketers looking for joint venture candidates, new or alternative supply sources, as well as potential competitors. He stresses that "85 percent of the companies listed are private, the kind that are most difficult to find from existing information sources."

Convinced that the federal government's Standard Industrial Classification (SIC) system is inadequate for defining—let alone keep up with—hi-tech industries, he organized the database around more than 3,000 product codes. "This gives the user a sophisticated filtering capability for identifying companies by product types," he claims, "and is a better approach for reflecting the introduction of new technology."

Information can be retrieved by more than 19 different criteria, such as revenue and employment range, key executives, and parent-subsidiary relationship. The database, including four quarterly updates, is sold in the form of 17 diskettes.

Twenty companies signed up as charter subscribers. Lang will sell the database for $7,000 until he signs up 50 companies; thereafter, the price goes to $7,500.

Next year, he hopes to expand the database to include Japanese and West European companies.

Business videotex set for take-off

While consumer videotex continues to flounder as a product looking for a market, business videotex is on the launch pad for explosive growth, from $30 million in 1985 to $1.5 billion by 1990, according to a new report from Frost & Sullivan (F&S), a New York City market research firm. Setting the stage for the lift-off, says the report, "are a wide variety of pilot projects, strong activity by vendors to package videotex hardware and software, a growing number of software houses and systems integrators entering the business, and a large number of complementary computer services emerging simultaneously with business videotex."

Executive information systems will be the fastest-growing of the four segments analyzed, F&S says,

How the business videotex market will develop

Category	1985	1986 ($ Mil.)	1990
Total	**$29.7**	**$538.5**	**$1,488.9**
Executive information	1.8	297.9	609.5
systems	10.0	98.8	390.1
Automated order entry	*	13.0	263.0
General purpose systems	17.9	128.8	226.2
Real estate systems			

*Negligible.
Note: Details may not add to totals due to rounding.

Where automated order entry will stand this year

Industry	1986 ($ Mil.)
Automotive parts & supplies	$3.575
Drugs, drug proprietaries & druggists' supplies	2.574
Apparel, price goods & notions	2.288
Industrial machinery & equipment	1.430
Electrical appliances, radio & TV	1.144
Industrial supplies	1.001
Hardware	.858
Electronic parts & equipment	.572
Electric apparatus & equipment	.572
Metals service centers	.286

Source: Frost & Sullivan, *The Market for Business Videotex Systems in the U.S.: 1985–90.*

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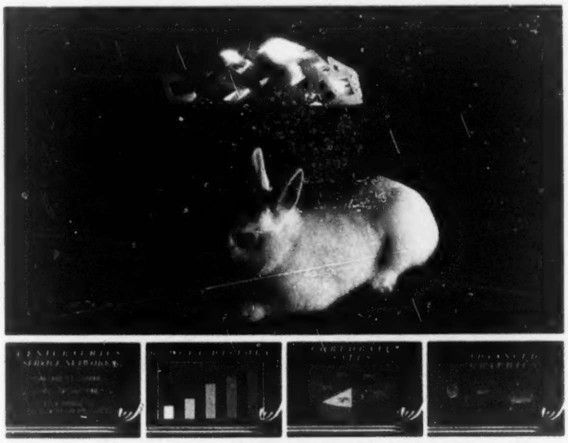

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"because they fit into existing computer systems, will be spurred by the rapid growth of PCs, offer more rapid access to information, and can be used in conjunction with analytical techniques such as graphics and statistics."

Automated order entry systems will be the second biggest segment. "Most distributors will be compelled by competitors to offer automated order entry as a service to their customers," F&S says. "Relative ease of installation" will be the second driving force.

Hi-tech researchers profiled

Howard Anderson of Yankee Group, Esther Dyson of Release 1.0, and Egil Juliussen of Future Computing are three of the researchers specializing in hi-tech industries whose quotes are an everyday staple in the likes of the *Wall Street Journal*, *USA Today*, and *New York Times*, not to mention business publications.

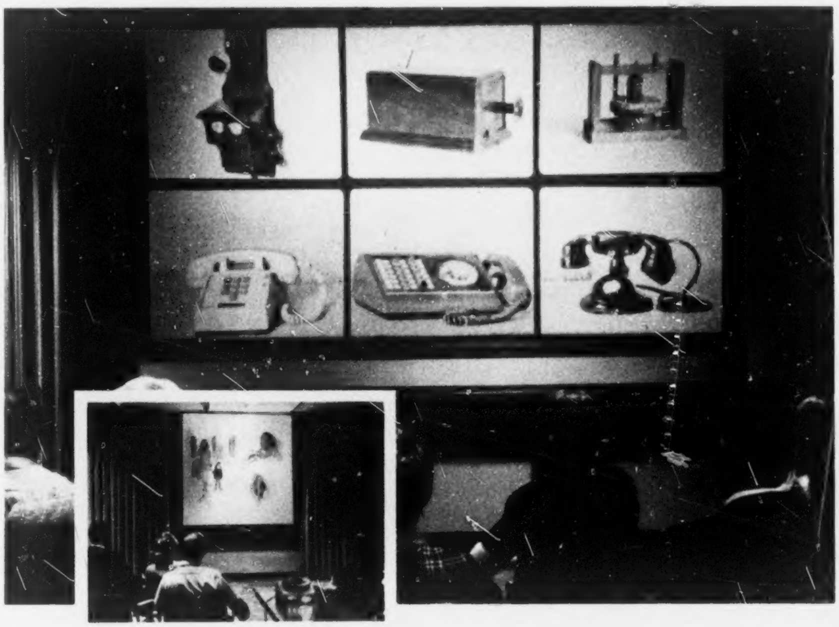
Now you can get in touch with them directly with the help of a directory of the 50 leading research companies that focus on the computer and computer-related industries compiled by Adapso: The Computer Software and Services Industry Assn., Arlington, VA. A profile of each company includes details on background, specialties, key contacts, and products or services offered, such as newsletters, directories, databases, custom research projects, and multi-client studies.

Three separate indexes help the user determine which firm best meets his marketing needs. Adapso plans to update the directory every two years, says David B. Sturtevant, communications director. A second guide on government and vertical market sources is in the works. Price of the first directory: $75.

BYTES

- A PC-based service for industrial goods marketers that links their product sales to regional market potentials, and economic forecasts is marketed by Product Forecast Management (PFM), New York City, in conjunction with Wharton Econometrics, Philadelphia. Commodity-type information on more than 500 products, from Wharton's input-output database, is used by PFM to show the marketer "where his products are being used, which industries are using them, how much is being used, and how fast usage is expected to grow," says vice president Myrna Finnerud. Subscriber receives a disk that can be used on an IBM or Compaq PC with at least 256K memory. Price: $15,000.

Audio-visual showcase



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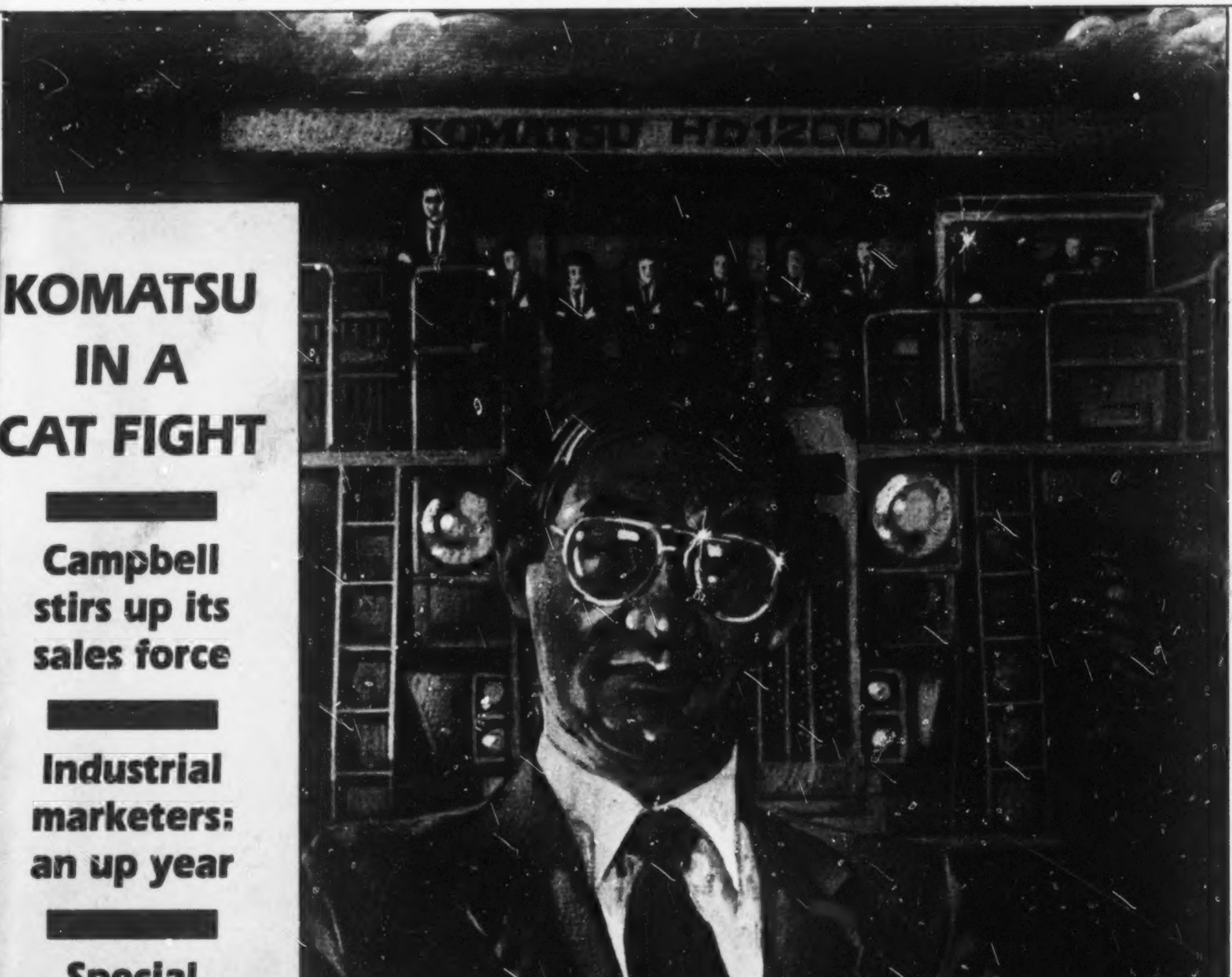

KOMATSU IN A CAT FIGHT

Campbell stirs up its sales force

Industrial marketers: an up year

Special Section: Incentives

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Komatsu America's executive vice president Tokihiko Hasuo

S&MM

Established 1918

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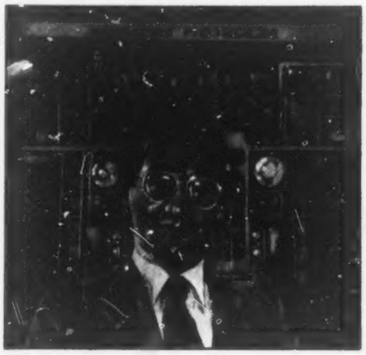

Cover:
In just three years. Komatsu increased its market share in the U.S. from 5% to 10% by cutting prices and building a nationwide dealer network. Now comes the hard part, as the Japan-based firm will be going head-to-head against aggressive Caterpillar. Page 50.

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Demographics in Action

Smokestack California

The great state of California, not satisfied with being known as the land of sunshine, earthquakes, and valley girls, is now gearing up to lay claim to a rather sacred piece of American real estate: the industrial heartland.

What, you might ask, would anyone want with a lot of smoke-belching factories and cities fraught with economic hardship? Read on.

This may all sound a bit strange to those who have heard that the industrial economy is on its way out, that manufacturing is being replaced by services as the source of America's economic might. Well don't you believe it. Now economists are telling us that manufacturing is absolutely essential to America's long-term fiscal well-being, that the image of an economy based solely on services is a dangerous pipe dream. You hadn't heard that? Well, the people in California have, and they have even gone so far as to draw up a marketing plan—the first in the state's history—to see to it that if any new factories are going to be built, if any new industries are going to emerge, they are going to be based in the land of silicon and sprouts, not in Detroit or Cleveland or Gary, IN.

So we called on Christy Campbell Walters, director of the California Commerce Department, and Robert Monagan, president of the California Economic Development Corp., to discuss some of the plan's specific points as they relate to demographic and socioeconomic changes.

Concerning the rapid increase in the state's Asian population, as well as California's geographic position as the gateway for goods and services emanating from the Pacific basin, Monagan explained that this was just one of a number of important demographic considerations that played a role in designing the marketing plan.

"By 1990," he said, "we're looking at almost 50 percent of our population being non-Caucasion, and the predominant parts of that will be Asian and Hispanic, with whites and blacks becoming the minorities. We're trying to get people to recognize that California is a real international state."

Another part of California's marketing plan stresses the importance of maintaining healthy employment levels, especially in the area of manufacturing. While this may come as no surprise to those who recognize the state as one of the leaders in electronics and computer manufacturing, state officials are also targeting a few other areas that are not so typical—most notably automobile manufacturing and steel fabrication. In addition, says Christy Walters, biotechnology and robotics are high on the list of to-be-developed industries.

Agriculture and electronics

"We're going to focus on manufacturing jobs," says Walters, "because we want our state to be wealthy. We've been wealthy in the past because of agriculture and electronics, and we know that in the future agriculture will remain important, but manufacturing jobs are where we're going to get another kick in productivity per capita. As a matter of fact, manufacturing employment in California is already up. We've gone from about 8 percent of the country's manufacturing jobs 10 years ago to around 10 percent today, an increase of about 300,000 jobs in the face of an overall decline nationally. We had 638 companies that expanded their operations in California last year, well ahead of any other state. In 1984, about 11 percent of these expansions were in rural areas. In 1985, it was well over 30 percent.

"What it boils down to is simple economics. If you take a look back about a hundred years, over 50 percent of all jobs were agriculture-related. Now it's down under 2 percent, but we've been able to produce more and more, particularly in California, and that's what has made us grow. However, as our knowledge of how to do this is transferred outside the country, it's going to be harder for us to compete. Manufacturing is going to see that same kind of decline in employment, but with an increase in productivity much the same as what agriculture has experienced, and that is where it would be misleading to think that we can ignore manufacturing. That is one thing that we in California are definitely not doing."

By Richard Kern,
Editorial Director, S&MM Surveys

As seen by the Survey

California gains while others lose

State	% Of Total U.S. Manuf. Shipments 1979	1984
[illegible]	[illegible]	[illegible]
Georgia	2.33	[illegible]
Illinois	[illegible]	[illegible]
Indiana	3.81	3.36
Kentucky	[illegible]	1.53
Maryland	1.30	[illegible]
Minnesota	1.99	1.77
New Jersey	4.21	4.05
Ohio	7.28	6.18
Pennsylvania	6.72	5.85
Wisconsin	0.79	0.63
West Virginia	2.66	2.65
California	**7.33%**	**7.92%**

Nynex's Datago gamble

Some 700 computer retail stores closed their doors last year. Is this any time to start building a 50-store chain?

By THAYER C. TAYLOR
Senior Editor/Management Sciences

"We intend to be a major player in computer retailing. Our stores, when mature, should do between $3 million and $4 million a year, and that's at the low end. I don't see any problem in some of our bigger centers being $1 million-a-month operations."

That's a telephone company executive talking. Specifically, Edwin Schreiner, general manager of the Datago division of Nynex, one of the seven regional telcos created by the AT&T divestiture. (Nynex combines New York Telephone and New England Telephone.)

The first two prototype stores were opened by Business Information Systems (BIS), of which Datago is a part, in December 1984. Since joining Datago in May 1985, the 41-year-old Schreiner has expanded to 17 the number of centers selling PCs, office equipment, and telecommunications gear in four states (NY, NJ, MA, CT), with plans to open six more by mid-year. All this at a time when computer retailers are caught in a shakeout. An estimated 700 closed their doors last year, with the average outlet ringing up only $1.27 million in sales, according to *Computer Merchandising* magazine.

The personable Schreiner talks expansively of a 50-store target. "At that point," he reasons, "you have a base of operations that covers your overhead nicely." To reach that goal, he'll expand outside of Nynex's operating area. "We can go anywhere in the country," he says.

Whether the Datago chief can maintain his breakneck pace hinges on three industry challenges:

1. IBM's moratorium. Last November, Big Blue put a freeze on new dealer authorizations and is selectively awarding exemptions as it tries to reshape the retail terrain to its own liking. Exemptions in hand, Schreiner thinks "it's one of the healthiest things for this business. We have IBM approval for our next six stores, which will keep us busy through June. I'll have to figure out what to do in the second half."

Acquisition may be one route. While rumors persist that Nynex is dickering with the Michigan-based Inacomp chain, Schreiner denies it.

2. Retailer shakeout. "The shakeout in computer retailing that began in 1985 will get worse before it gets better," declared William F. Zachmann, vice president, research, International Data Corp. (IDC), at the research firm's annual industry briefing last month. "Most retailers are highly vulnerable to being caught between the deadly pincers of growing direct-vendor sales from above and mail order and discount dealers from below."

3. Cheaper IBM clones. Schreiner pursues a full-price, full-service sales strategy built around pricey IBM, Compaq, Apple, and AT&T PCs. Those premium models will be hit hard this year by a new breed of IBM compatibles that use Intel's 286 microprocessor and which will be much cheaper.

The Nynex (1985 revenues: $10.31 billion) connection gives Schreiner some insulation from the winds roiling computer retailing. "The ante for computer retailers rose considerably last year," says Phillip Missimore, editor, *Computer Merchandising*. "And Nynex has lots of chips."

Other Nynex resources help, too. Most significant: Data Group software and consulting firm, recently acquired by Nynex, gives Datago an in-house source of programming that can be used to cultivate vertical markets. Schreiner will only say "We've had an exploratory meeting with them, and to the extent we start going into specialized situations there may be some potential there."

Other Nynex resources he taps are The Credit Co., which provides leases and 9.9% financial deals for customers; Properties Co., which scouts potential store sites; and the Mobile Communications Co., which sells cellular phones.

While these resources give Schreiner some leverage the typical retailer lacks, he's more intent on fine-tuning his sales strategy to keep Datago on a fast track. He's changing his product mix to beef up margins, adding an outside sales force to reach bigger prospects, and sharpening his market strategy to exploit vertical niches.

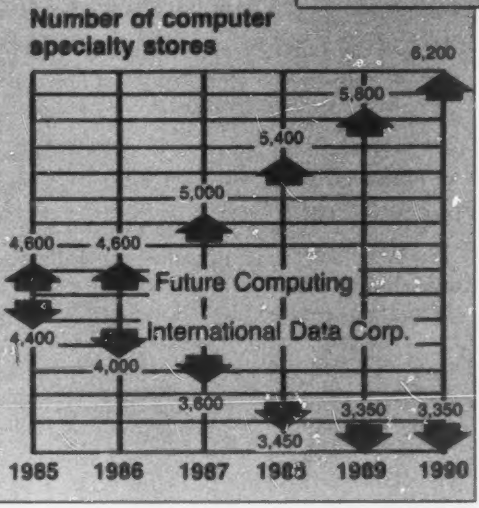
Currently, PCs account for 80% of store sales, telecommunications 15%, and "other" (peripherals, office equipment, and supplies) 5%. He plans to shave the PC share to 55% and boost telecommunications to 25% to take advantage of those products' better margins.

Datago not alone

Sooner or later, Datago's expansion program will bump up against two other regional telcos who entered computer retailing. A year ago, Bell Atlantic, which covers the coastal states from New Jersey to Virginia, bought CompuShop, whose 53 stores span the Midwest, Southwest, and West. PacTel, which operates in California and Nevada, set up PacTel InfoSystems to get into computer retailing, and has 13 stores in northern California, Washington, and Oregon.

An up or down future: Take your choice

The uncertainty hanging over computer retailing is reflected in the contrasting projections by market research firms International Data Corp. and Future Computing. While IDC sees the number of outlets plummeting 1,050 by 1990, Future Computing envisions a 1,600 rise. Quips the research vice president of a third firm that tracks computer retailers: "Thank God for the difference. Clients would buy just one firm's services if we all agreed."



He's also putting in place an outside sales force for each outlet to supplement in-store reps to reach business professionals, purchasing agents, and corporate department heads who, he says, "expect salesmen to come to them." Alice Brown, vice president of Future Computing's distribution group, observes that computer retailers are going direct because "today's tougher customer is not as ready to buy a PC as the first-time users the stores catered to initially." Her associate, senior researcher Bobbi Norvell, notes that among retailers who have gone direct "outside sales rose from 34% of total sales in 1984 to more than 40% in 1985."

Both types of salespeople will be paid on a commission basis exclusively. "I don't believe in salaries," Schreiner says. "We pay better-than-average incentives so that a person who performs can make a very nice income."

In-store reps get a $18,000–$20,000 guarantee "so they have something to live on," he adds. "Outside salespeople will have higher protection because they deal with longer sales cycles."

Recruitment and training, under the aegis of Jean Simmons, director of store operations, will be changed. "Whereas in-store reps are trained on product knowledge and the ability to close fast," Schreiner says, "the outside sales force will be staffed by people who are less technically oriented but strong on professional selling skills. We'll hire only experienced salespeople, preferably with a computer background, because I don't have the funds to train college graduates."

Adding an outside sales force is one thing, what you do with it is another. "In terms of long-term survival, much depends on how Datago sells their products," says Tom Bosley, PC market analyst at IDC. "If they just push boxes, they'll have a difficult time because there are a lot of ways to get cheap boxes. If they take a more solutions-oriented sell, offering consulting and training as well, they have as good a chance as anybody."

Schreiner is clearly opting for the latter tack. Each store will be equipped to provide on-site as well as in-store service, and the function will be operated as a profit center. Outlets will also have customer support analysts to analyze customer needs and recommend solutions. Datago outlets run from 5,000 to 6,000 sq. ft. (vs. an industry average of 3,500) and 1,200 sq. ft. are devoted to training facilities.

Sales specialization will be increased to sharpen Datago's focus on niche markets. "We were founded on the concept of horizontal software for seven vertical markets," Schreiner explains. "If a wholesaler came in, we tried to show him how to integrate the 1-2-3 spread sheet, for example. We abandoned that because it was too limiting when a prospect came in who didn't fit into one of the seven categories.

"We've shifted to a more functional approach where we will, for example, have a manufacturing package that will be a turnkey system, sold by a dedicated salesperson who will have all the support he needs to be successful, including a strong seminar program, direct mail, and telephone followup. We'll do that on a store-by-store basis, depending on what the local market's needs are."

Schreiner isn't fazed by the likelihood that his outside sales strategy will put him in conflict with major vendors. "We can design systems solutions with multi-vendor equipment that IBM, for example, can't do," he argues. "Thus, we offer a service that vendors can't." S&MM

Another up year for industrial marketers

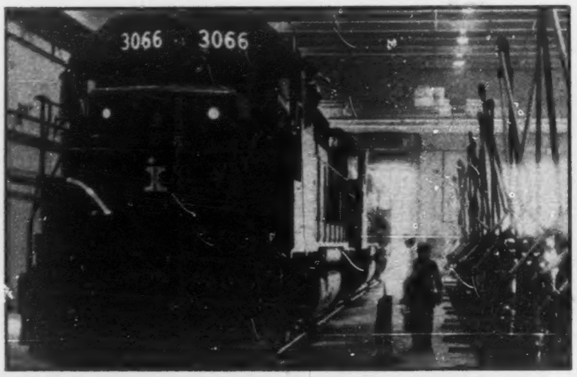
Marketers selling to manufacturing industries will experience the fourth straight year of rising demand in 1986, according to the annual *U.S. Industrial Outlook: 1986*, prepared by the U.S. Commerce Department's International Trade Administration. Median industry shipments should rise 2.2% (on a constant dollar basis) vs. 2.0% last year, says David R. Barton of the Office of Industry Assessment.

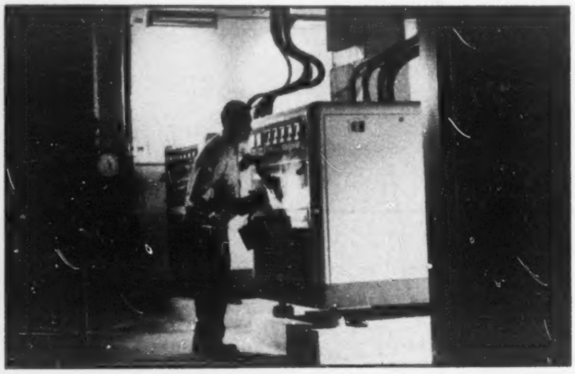
Two familiar hi-tech industries, semiconductor devices, up 28.6%, and computing equipment, up 23.2%, will lead the way. Although semiconductor devices will be coming off a lackluster 1985, their 1986 growth will fall short of their long-term 32.3% annual increment in the 1973–86 period. Computers will be helped by business automation trends and an improved capital spending picture.

Surprisingly, railroad equipment, which has been in a long-term decline, will be the third fastest-growing industry. "Retirement of older equipment, coupled with the production of more efficient cars and locomotives, will stimulate purchases by railroads," says Rolf R. Nordlie, Office of Special Industrial Machinery.

The two industries that will be hit by the biggest drops in shipments, turbines and generators, down 30.7%, and metal-forming machines, off 12.5%, have been on extended downslides. Because they consider their reserves sufficient, utilities are not placing big orders for generating equipment, and metal-forming machines are in the throes of a restructuring into a world, rather than domestic, industry.

In addition to covering 178 vital manufacturing industries, the *Outlook* contains carefully detailed assessments of the 1986 and long-term prospects of 38 service industries.





Industries with best prospects . . .

SIC	Industry	% Gain Shipments 1985–86	1986 Shipments Bil. 1982$	Annual % Change 1973–86
3674	Semiconductor devices	+28.6%	$35.564	+32.3%
3573	Computing equipment	23.2	65.800	+18.0
3743	Railroad equipment	19.4	4.519	− 2.0
3334	Primary aluminum	12.7	4.361	− 2.6
3832	Optical devices & lenses	11.0	6.472	+16.5
3661	Telephone apparatus	10.0	18.082	+ 5.2
3693	X-ray apparatus & tubes	9.9	4.866	+11.3
3567	Industrial furnaces & ovens	9.4	1.340	+ 0.5
3555	Printing trades machinery	9.3	2.855	+ 3.3
2052	Cookies & crackers	9.0	5.671	+ 1.8

. . . worst prospects

SIC	Industry	% Decline Shipments 1985–86	1986 Shipments Bil. 1982$	Annual % Change 1973–86
3511	Turbines & generators	−30.7%	$ 1.649	− 8.6%
3542	Metal-forming machines	−12.5	1.193	− 4.4
3332	Primary lead	− 9.0	.580	− 2.5
3541	Metal-cutting machines	− 9.0	2.660	− 3.3
3731	Shipbuilding & repair	− 8.3	7.985	+ 0.2
3149	Footwear, n.e.c.	− 7.0	.529	− 3.5
3221	Glass containers	− 6.6	3.818	− 2.7
3161	Luggage	− 5.6	.749	+ 0.1
2386	Leather-lined clothing	− 5.5	.153	− 6.6
2874	Phosphatic fertilizers	− 5.5	4.693	+ 2.6

Notes: SIC is Standard Industrial Classification. N.E.C. is "not elsewhere classified."
Source: *U.S. Industrial Outlook: 1986*, U.S. Commerce Department's International Trade Administration.
©Sales and Marketing Management.

from 290 to 280, he adds, "there was a net reduction of 10 among consumer books and a net increase of 10 to 15 among business books." Publishers also sought to ride out a lackluster industry performance "by aiming at narrower vertical markets," Osten says.

The Western Springs, IL, company includes audited and nonaudited magazines in its database. Subscription price for CPDS's service, including six bimonthly updates, is $175.

Computer highlight

PC prospects: Pressure on prices

"Nineteen eighty-six will not be an easy year for PC marketers, and with price cuts and lower revenues it may be too much for some firms." That's the sobering outlook posed by Aaron Goldberg, director of micro advisory service, International Data, at the research firm's six-city round of information industry briefings last month. Added Goldberg: "Marketers will have to squeeze even more costs out of manufacturing and distribution. Solving actual end-user problems will take precedence over technological innovations."

The PC market this year will be marked by these leading trends, Goldberg said: "Major price declines by June, buying based on need rather than expectations, no breakthrough in software, and the beginnings of an upgrade business."

Strong price pressures were also predicted by William F. Zachmann, research vice president. He said Intel's 286 microprocessor will lead to "much lower prices for IBM PC/AT-compatible systems generally, growing market share for more aggressively priced systems, and eventually much lower prices from IBM and Compaq, as well."

1986 outlook by PC segment . . .

Sector	1986 Shipments Units (000)	% Change 1985–86	Installed Base (000) End of 1986
Business	3,300	+13.0%	11,633
Home	1,989	−12.0	13,076
Education	710	+25.0	2,103
Scientific	271	+17.8	935
U.S. Total	**6,270**	**+ 4.9%**	**27,747**

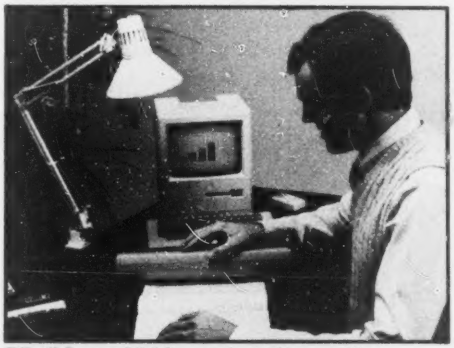
. . . and 10 market leaders

Vendor	1985 Shipments Units	% of U. S. Market
IBM	1,770,600	29.6%
Apple	987,000	16.5
Commodore	860,000	14.4
Tandy	441,000	7.4
Atari	330,000	5.5
Compaq	216,000	3.6
AT&T	188,100	3.1
Hewlett-Packard	138,600	2.3
Zenith	102,600	1.7
Wang	75,000	1.3
All others	869,129	14.6
U.S. Total	**5,978,029**	**100.0%**

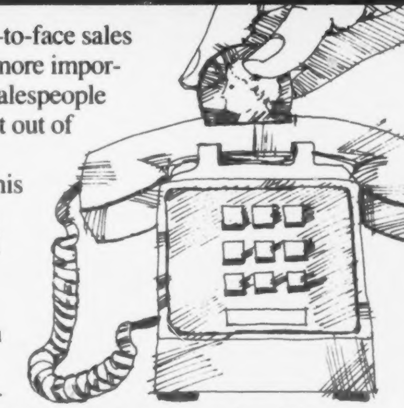
Source: International Data Corp., *Directions '86*.
©Sales and Marketing Management.

Bytes

- IBM unveiled a new PC family, the RT PC line, that will handle complex tasks at high speeds normally done by large mainframes. Capability comes from an IBM-developed chip called Reduced Instruction Set Computer (RISC) architecture. The ability to be configured with IBM's successful 5080 graphics system gives the RTs a strong selling point, says Merrill



RT PC, a 32-bit workstation, will spearhead IBM's drive to reach 3 million technical professionals.



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INCENTIVES GET SPECIFIC

They're not just for pumping up the sales force anymore. An exclusive survey shows incentives are becoming a key tool in target marketing.

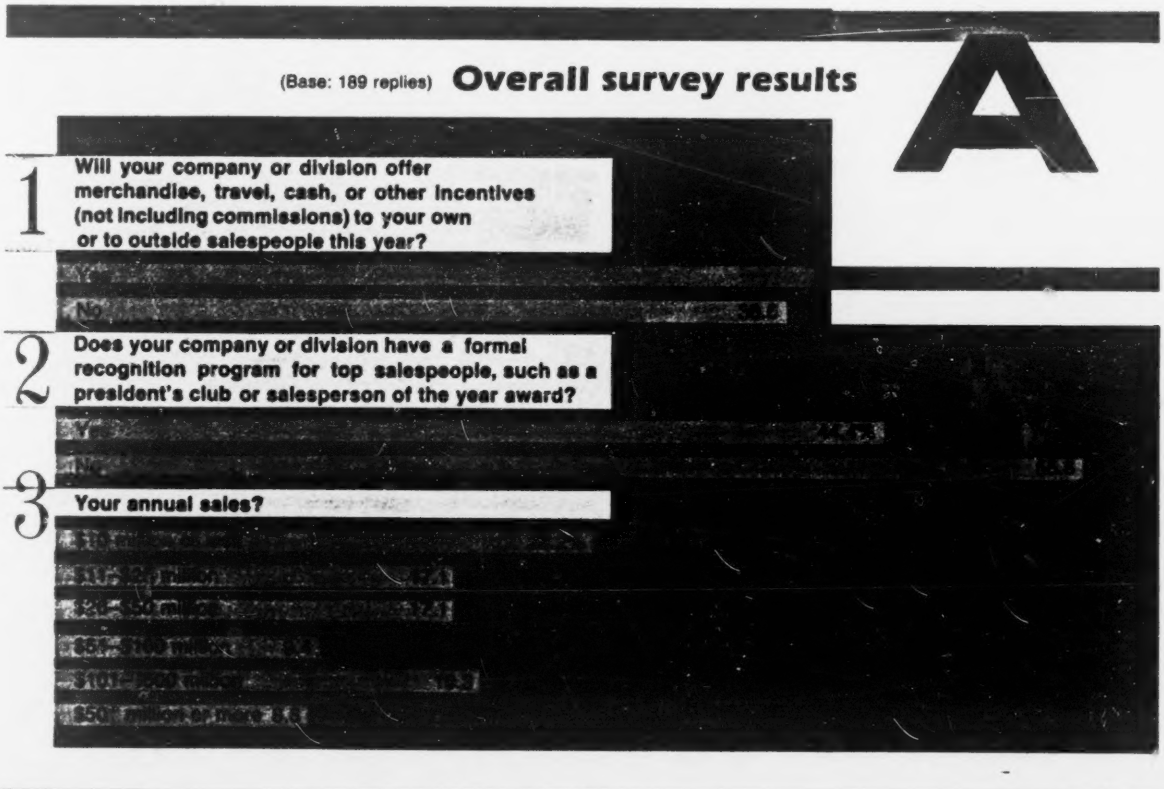
By AL URBANSKI
Managing Editor

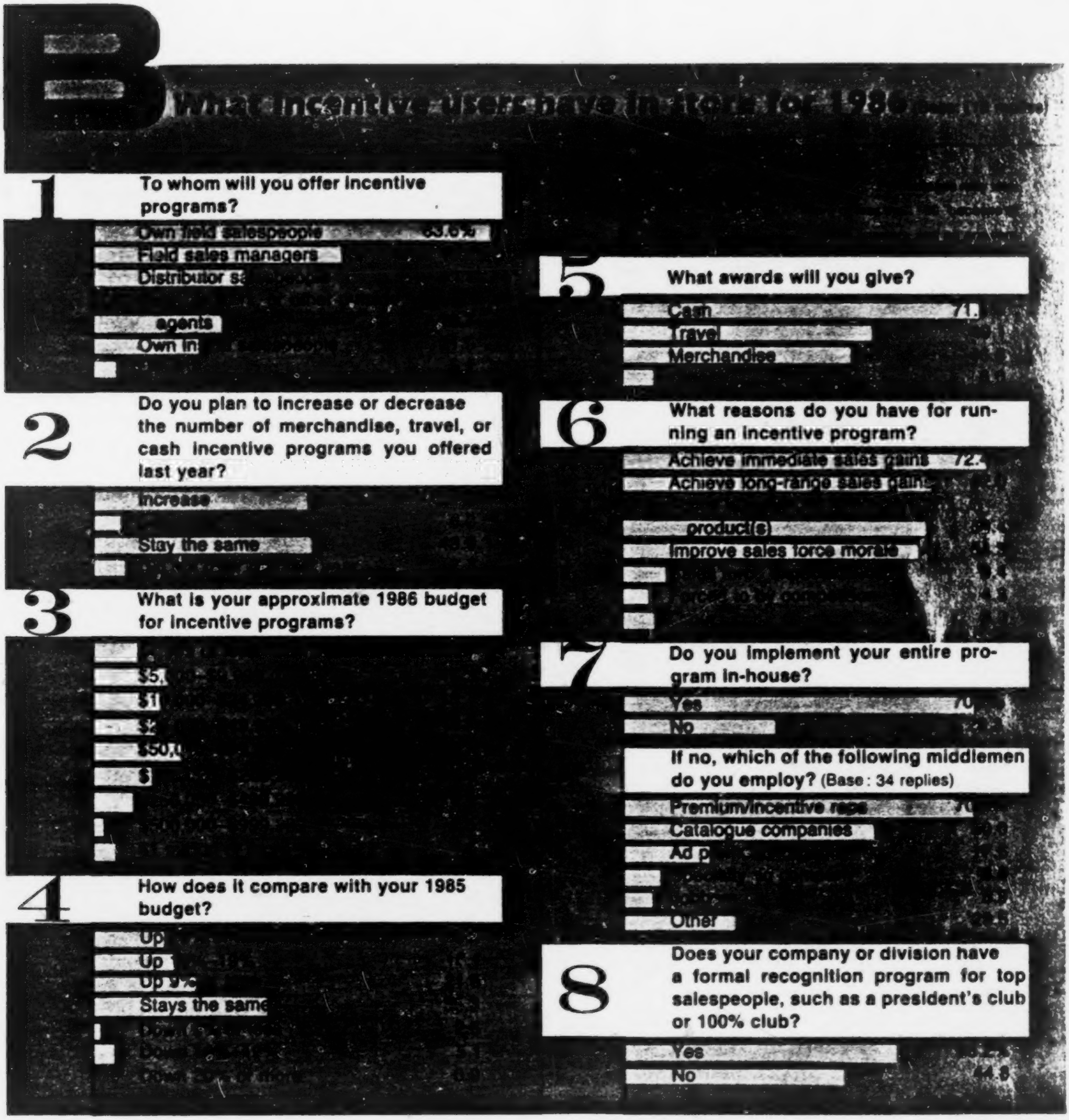
As is the case with any tool, the quality of work it does depends on who's using it. One man picks up a brush and sees eight hours of drudgery painting his porch; another envisions the *Mona Lisa*.

The same goes for the marketing tool known as sales incentives. When we at S&MM ask sales managers why they're not using incentives, or why they're cutting back on them, we usually don't have to listen very hard. The same stock answers come back again and again. The voices may be different, but they are uniformly unconvincing. "They just don't work," they say, or "Our guys would rather have the cash," or "We just do it because the competition does." Now, all of these reasons may be justifiable in given situations. But our guess is that these folks just never picked up this tool and played with it, thought about it, experimented with it. Maybe they didn't like the feel of it, or didn't have the time for it.

Incentives tend to work for people who work to develop their potential, like Steven Kendall, one of nearly 200 readers who responded to S&MM's 1986 survey of incentive usage. Kendall is director of market development for Brandt, a Watertown, WI, company that sells money handling systems. The nature of the product, he says, presents him with great opportunities—and great problems. "We sell across so many different markets," says Kendall, "to banks, retailers, casinos, transit companies—just about any business that sells its products for cash. That's why we have incentive programs that focus on certain products and certain markets."

Brandt offers its salespeople "fast start awards," given to those who make the first sales of new





products. It has "penetration bonuses" for additional sales in target markets. Over a period of two years, Kendall has worked out a system of tailoring prize catalogues to the performance levels of salespeople for maximum motivation. "We screen them very carefully," he says, "to make sure the prizes are something they want and that they can earn."

It works, says Kendall, especially since Brandt made incentives part of its marketing plan: "We use incentives as a continuing marketing tool. We can focus them on a specific problem."

Kendall is not alone, judging from how other survey respondents answered the question, "What reasons do you have for running an incentive program?" Nearly 60% said their programs "focus attention on specific products,"an increase of 16% over respondents who gave that reason in S&MM's last incentive survey, conducted in 1984. Comments from two different incentive users indicate that this is a developing trend.

Jim Feldman of Feldman Associates, a Chicago marketing services firm that designs incentive programs for a wide range of clients, says he has noticed an increase in requests for specific-product promotions. "With the economy on an upswing, companies are pushing new technology and new products," he says. "Almost every promotion we're doing includes specific products as these companies try

Percentages may total more or less than 100 because of multiple answers and no answers.

C The word from nonusers

(Base: 73 replies)

1 Why won't you use merchandise, travel, or special cash incentives in 1986?

[illegible]

2 Has your company or division used any merchandise, travel, or special cash incentives in the last three years?

[illegible]

3 Do you plan to offer such incentives in the future?

[illegible]

to unload their old inventory."

But incentives are being employed to ignite the introduction of those new products, as well. "Just in the past year, we've been using incentive programs to put more emphasis on our new products, not our commodity lines," says Bert Bruffett, vice president of sales and marketing for L.K. Baker, a Columbus, OH, division of Rich Products that sells dry food mixes to restaurants and institutions. In fact, Bruffett's incentive marketing plan also includes an assault on target markets. "We're custom-designing programs to reach multi-unit restaurant operations," he says, "which we see as an important long-range market."

Conclusion: Incentives are not just for pumping up the sales force anymore. In the proper creative hands, incentives are becoming an important tool in target marketing.

Mailed to 1,000 subscribers in January, S&MM's exclusive survey of incentive usage explores the reasons why sales and marketing managers will—or will not—use incentive programs this year. The survey also asked readers to tell the types of awards they offer, who in their organizations are eligible to receive awards for improved performance, and whether they've increased or decreased their incentive budgets for 1986. The statistics quoted in this article and the accompanying tables are based on 189 replies received by the cutoff date.

Survey results show that sales executives are also expanding their sights when it comes to deciding whom they should be motivating with incentive awards. Field sales managers will be included in 49% of the programs being offered by survey respondents this year vs. only 38% two years ago. This, too, is a trend that has been noted by consultant Feldman. "More and more programs are being opened up to managers," he says, "and for two reasons. One: There has been a very strong transition to bringing up managers from the sales ranks versus hiring them from outside. They got incentives as salespeople and they're still expecting them. Two: In the past, many sales managers got only salary, and that's a disincentive to being a manager."

Brandt's Kendall would not think of excluding managers. "We consider sales managers the key to succeeding in our plan," he says. "We view it as a pyramid. If we can motivate the people on the top, it gets transmitted to the base."

There was also a sharp gain in incentive contests for distributor salespeople. Some 30% of respondents said they planned distributor programs this year as opposed to only 21% in 1984. Says one West Coast regional sales manager: "It's just one of the ways that we keep our names in front of them. We look at distributor programs as having long-term benefits."

But while companies seem to be covering more ground with incentives, they won't be spending much more money on them. Only 15% of survey respondents said they would raise their budgets by 20% or more compared to 25% who said they would march out bigger bucks in S&MM's last survey. A greater percentage plan to go with more conservative increases—in the 9%-or-less range—and twice as many said they would decrease spending on incentives in 1986. "It parallels inflation," says Ken Peterson of Rogers Merchandising, a Chicago incentive division of Young & Rubicam, "It's been limited, so there's no pressure to increase budgets. The pressure is to keep budgets in line."

This finding is supported by figures showing a 9% increase in U.S. spending on trade incentives in 1985, to $5.4 billion. By comparison, the same tally for 1984 indicated a 17% rise. (See chart, page 136.)

More middlemen

This year's survey also revealed a shift in the types of prizes being offered. One-quarter of respondents said they would award only cash in their programs, another quarter of the sample planned to offer only merchandise or travel, and the remaining 50% will blend both cash and non-cash awards.

In 1984, 30% left cash out of their programs, while only 18% clung to greenbacks as their sole motivator. Why the switch?

"Merchandise probably isn't the same value it was years ago," says George Kling of Potential Profits Group, a Branford, CT, incentive marketing consultant. "There're more middlemen out there, like promotion agencies, jobbers, and specialty ad distributors, and you have to pay for their services. Some of the incentive houses charge as much as 125% of retail for the merchandise in their catalogues."

A number of companies that favor travel programs are cutting back by offering trips to a more elite group.

"I've had requests for really exotic trips that cost $5,000 to $6,000 per couple," says Feldman of Feldman Associates. "They're cutting budgets, but they're increasing the value of the award and taking fewer people."

Still on the rise are recognition programs, top performer honors which go by various names: President's Club, Sales Achievers, Rookie of the Year. In 1983's survey, only 44% of incentive users said they also sponsored recognition awards. That figure shot up to 54% the next year and holds steady at 55% this year. Some companies are even using these achievement awards to focus on specific problems. Stuart Marcus, vice president of sales for Gold Lance in Houston, says his company's recognition program was designed to slow down personnel turnover and increase territory sales. And a director of sales for the midwestern division of a large chemical company uses his program to recognize not only the leading salespeople, but also their biggest cheerleaders. Thus the top performers get plaques and their spouses receive checks.

By contrast, only 22% of respondents who have no incentive plans for 1986 will offer recognition awards, though they are catching up. The 22% figure represents a 57% increase in recognition programs among incentive nonusers.

Why do some companies avoid using incentives? Apparently, it's not because they think that such sales contests are not effective. While the biggest reason given was "We don't feel they are necessary," 20% fewer nonusers claimed that as an excuse than they did two years ago. Likewise, 14% of the 1984 sample said they had tried incentives, but they "didn't accomplish our objectives" vs. only 5% who gave that as a reason this year. Some 30% of nonusers say they have employed incentives in the past, so perhaps they, too, are pinching pennies. The second biggest excuse given was that incentive programs are "too costly."

Going in-house

More incentive users are saving bucks this year by becoming do-it-yourselfers. A full 70% of respondents said they would design and administrate their programs in-house this year, a 5 percentage-point rise from 1984. "We had to go easy on the budget," explains a regional sales manager for an East Coast electronics company, "but we didn't want to cut the value or distribution of awards." Those who did employ outside help went most often to premium/incentive reps (71%) and catalogue companies (50%).

No matter how they get there, incentives are being delivered by the majority of companies, 61%, in S&MM's survey sample. That in itself is a ringing endorsement for this tool that motivates, but also can help deplete inventory, get the word out on a new product, or even open up new business opportunities. So take a cue from S&MM readers who have found out how to get the most punch out of incentive contests: If you plan to pick up this marketing tool, be creative.

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ADVICE FROM AN EXPERT

UNREWARDING REWARDS

If a sales contest ends up with one winner, and he is the same person who won last year, and, furthermore, he's the top sales performer, you have a threefold unrewarding reward.

First, with one winner, everyone else on the sales force is a loser. Second, winning repeatedly reinforces this effect. Third, the winner does not need the reward, which usually serves to make him unpopular with his colleagues.

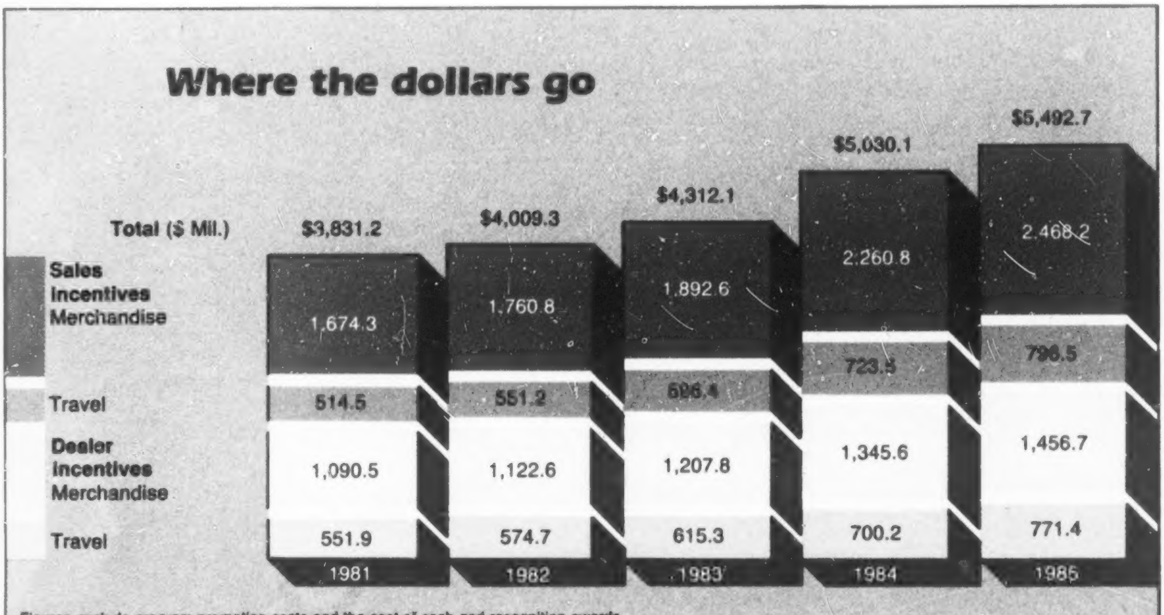
Under these circumstances, the result for the company obviously is not very rewarding. The net increase in total sales is minimal.

Is it surprising that contests, supposed to act as motivators, so easily become demotivators? After all, sales contests have been around for quite a while, and companies should know how to use them. However, one should take a second look at the whole area of sales incentives, because wrong systems by far outweigh the right ones. So the situation is not really surprising.

This article was written by **Heinz Goldmann,** a well known authority on motivation, who is based in Geneva, Switzerland. His U.S. company is Mercuri Goldmann International, New Canaan, CT.

Here is a roster of wrong contests:

- Any contest that rewards one, or a few, winners is bad business for the company and demotivates the bulk of the losers, who quite often, instead of increasing their results, weaken their efforts and sell less than before. What would you do in such a contest when you realize you have no chance to be a winner?
- Sales contests have nothing to do with sports contests. Top performers don't add significant results to your sales figures. It is the bulk of your salespeople whom you should motivate to increase their sales. Therefore, don't just have winners, but as many as possible. This you do by allowing everyone to compete against his own targets and to win if the goals are reached or exceeded.
- Contests at the same periods, usually toward the end of the year, are anticipated by salespeople. They are often seen as what they really stand for—attempted remedies against bad planning. Worse than that, salespeople slow down their efforts before the contest—and afterwards.
- Contests with repeatedly identical goals, mostly sales volume, are a blatant contradiction of basic



Figures exclude program promotion costs and the cost of cash and recognition awards.
Source: *Incentive Marketing*, Nov. 1985.

marketing principles. Remember, you have more important goals than just total sales, and these goals change with market segment developments.

- If you are looking for a "just" or even a "fair" contest, you will have to give up quickly, because there is no such thing. A contest should be a marketing tool for reaching specific goals, and consequently some areas and people will be favored before others. Your solution must be to explain what your goals are and why and change the formula often enough to offset upsetting injustices.
- Don't award the same prizes, contest after contest. They lose impact. If you have a good incentive pay system, don't give money prizes. Gifts, travel, special events, and other nonfinancial rewards will create more enthusiasm. A new reward that is quickly becoming popular: travel-and-study. This may include university courses, study tours abroad, status seminars, training events for growth, and other things that combine self-development with a useful investment for the company.
- Contests that don't include the non-selling staff will cause you to lose a singular opportunity to involve the rest of the company, make them reinforce and push their sales colleagues, and reduce the barriers between the groups.
- Don't let your sales contest become a guessing game, with just an added performance reward. Every time you don't explain how your salespeople should proceed to win, you lose opportunities for extra sales. Again, there is a basic misunderstanding about the purpose of sales contests. They are certainly not meant to be an intelligence test.
- If you don't link sales contests to specific training, you are wasting opportunities for extra performances. People learn when they feel a need. When do you think such a need is felt more strongly than when people want to win a contest and training will help them to do so?
- If you free yourself from the fallacy that sales contests must reward overall performance, rather than, for instance, reward increases in results, you are admittingly favoring average and low performers instead of your top people. Obviously, it is easier for the lower performers to improve their results. This kind of injustice is a good deed, as it gives them a real break, and it will add much more significantly to your results, provided, of course, that you have a remuneration system favoring top results.

Thus think once more, before you organize your next sales contest, and it will become a winner. Especially if you create real excitement as it starts, while it runs, and when it ends. S&MM

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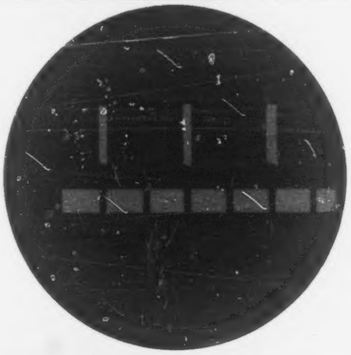
1986 Survey Of U.S. Industrial & Commercial Buying Power



Section A: 1985 U.S. Totals for 4-digit SIC Industries

Section B: 1985 State & County SIC Totals

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April 28, 1986

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At long last! Changes in the SIC system

By RICHARD KERN
Editorial Director
S&MM Surveys

Two years ago, on Feb. 22, 1984, the Office of Management and Budget (OMB) published a notice in the Federal Register announcing its intention to revise the Standard Industrial Classification (SIC) system by the beginning of next year. The system, which has not seen any major revisions since 1977, was desperately in need of an overhaul. Miles of press had been generated in recent years concerning the drawbacks the current system, which has remained virtually unchanged while industries such as computers, software, cable TV, and videocassette recorders developed from mere specks on the industrial horizon to the cultural and business phenomena they are today.

The Federal Register notice also contained OMB's principles and procedures for the review of the SIC, which in part stated that the system *"is reviewed and revised periodically to reflect the changing structure of the U.S. economy. Revisions take account of technological change and the economic growth and decline of individual industries. They may include changes in industry detail or coverage, improvements to industry definitions, or clarification of the classification of individual activities."*

Soon after the appearance of this notice, OMB began receiving letters from businesses, trade associations, and individuals, along with requests from Federal, State, and local government agencies outlining more than 1,000 proposed changes to the current system. The Techni-

(continued on page 14)

SURVEY HIGHLIGHT

The top 50 counties in manufacturing establishments

Rank	County	State	Total Estab.	Total Employees
1.	Cook	IL	5,194	618,542
2.	Los Angeles	CA	4,566	606,440
3.	New York	NY	2,467	209,107
4.	Cuyahoga	OH	1,591	191,970
5.	Wayne	MI	1,532	239,554
6.	Harris	TX	1,359	168,533
7.	Providence	RI	1,264	121,794
8.	Kings	NY	1,246	114,574
9.	Middlesex	MA	1,245	171,435
10.	Dallas	TX	1,131	160,459
11.	Bergen	NJ	1,110	114,217
12.	Oakland	MI	1,079	134,465
13.	Philadelphia	PA	1,070	139,159
14.	Nassau	NY	1,057	117,728
15.	St. Louis Ind. City	MO	965	106,596
16.	Fairfield	CT	948	122,595
17.	Hennepin	MN	947	142,676
18.	New Haven	CT	917	99,006
19.	Hartford	CT	887	127,999
20.	Queens	NY	885	84,161
21.	Essex	NJ	867	78,627
22.	Orange	CA	853	141,928
23.	Santa Clara	CA	819	228,497
24.	Dade	FL	806	75,764
25.	Suffolk	NY	781	85,455
26.	Milwaukee	WI	779	142,202
27.	Macomb	MI	776	92,646
28.	Hamilton	OH	773	131,326
29.	King	WA	694	122,464
30.	Union	NJ	689	85,343
31.	Maricopa	AZ	675	100,936
32.	Passaic	NJ	657	62,963
33.	Worcester	MA	654	84,003
34.	Hudson	NJ	652	66,410
34.	Montgomery	PA	652	94,872
34.	Allegheny	PA	652	102,087
37.	Du Page	IL	612	55,749
38.	Middlesex	NJ	611	79,285
39.	Tarrant	TX	604	77,931
40.	Alameda	CA	554	58,396
41.	Kent	MI	550	67,230
42.	Baltimore Ind. City	MD	544	79,588
43.	Essex	MA	542	80,464
44.	Erie	NY	523	88,531
45.	Suffolk	MA	514	58,870
45.	Marion	IN	514	98,883
47.	Multnomah	OR	469	53,821
48.	San Diego	CA	466	78,007
49.	Westchester	NY	464	45,289
50.	San Francisco	CA	462	36,863
	50-County Total		**50,668**	**6,445,510**

Notes: Total Establishments is the number of establishments with 20 or more employees. **Total Employees** is the number of employees in establishments that conform to the above criteria. All figures 1985.

Source: Sales and Marketing Management's *1986 Survey of Industrial & Commercial Buying Power.*

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SURVEY HIGHLIGHTS

2-digit Major Groups ranked by sales

SIC	Industry	Shipments/ Receipts ($ Mil.)	Total Employees
20	Food & kindred products	$289,978.4	1,598,988
49	Electric, gas & sanitary services	231,824.7	585,779
37	Transportation equipment	227,058.7	1,588,589
28	Chemicals & allied products	194,489.6	1,008,468
35	Machinery, except electrical	193,946.3	2,284,974
29	Petroleum refining	179,884.1	165,938
50	Wholesale trade	172,755.2	485,093
36	Electrical equipment	170,635.6	1,900,232
80	Health services	157,324.5	3,119,399
34	Fabricated metal products	122,214.2	1,663,921
60	Banking	120,978.1	645,520
33	Primary metal industries	105,759.2	960,898
27	Printing & publishing	95,805.9	1,042,888
26	Paper & allied products	84,476.4	662,852
38	Instruments & related products	53,414.3	624,985
16	Heavy construction contractors	53,402.7	523,864
13	Oil & gas extraction	50,872.3	142,165
24	Lumber & wood products	49,962.9	601,855
23	Apparel & other textile products	49,533.2	1,067,908
22	Textile mill products	49,431.7	797,943
30	Rubber & misc. plastic products	48,130.1	688,439
32	Stone, clay & glass products	47,501.3	638,889
25	Furniture & fixtures	30,721.3	446,022
70	Hotels & other lodging places	30,127.7	823,722
39	Misc. manufacturing industries	27,307.3	429,206
82	Educational services	22,612.5	489,918
73	Business services	22,090.4	242,266
40	Railroad transportation	21,755.7	240,364
21	Tobacco manufactures	18,096.5	65,122
12	Bituminous coal & lignite mining	16,625.2	144,994
31	Leather & leather products	9,597.8	223,088
10	Metal mining	3,441.2	33,920
14	Nonmetallic minerals, except fuels	3,394.7	42,431
	U.S. Total	**$2,955,149.7**	**25,980,640**

Notes: SIC 2-digit classifications are used by the government to define major groups of industries. **Industry** is the description of the 2-digit class according to establishments' primary product or service. **Shipments/Receipts** are the total dollar value of goods produced or services rendered. Shipments are usually associated with manufacturing and mining; receipts with construction, wholesale & retail trade, and service industries. **Total Employees** shows the aggregate number of employees from establishments with 20 or more employees.

Summary of 2-digit Major Groups in this year's SICBP

SIC	Industry	Shipments/ Receipts ($ Mil.)	Establishments Total	Establishments Large	% Shipments/ Receipts in Large Estab.
10	Metal mining	$3,441.2	94	62	94.98%
12	Bituminous coal & lignite mining	16,625.2	941	346	80.06
13	Oil & gas extraction	50,872.3	3,951	152	23.32
14	Nonmetallic minerals, except fuels	3,394.7	630	99	55.19
16	Heavy construction contractors	53,402.7	4,562	1,005	73.47
20	Food & kindred products	289,978.4	12,513	4,401	77.04
21	Tobacco manufactures	18,096.5	139	88	97.35
22	Textile mill products	49,431.7	4,069	2,091	88.07
23	Apparel & other textile products	49,533.2	8,163	3,526	76.99
24	Lumber & wood products	49,962.9	7,074	1,755	62.27
25	Furniture & fixtures	30,721.3	3,658	1,262	74.97
26	Paper & allied products	84,476.4	4,372	1,950	85.50
27	Printing & publishing	95,805.9	10,269	2,533	72.06
28	Chemicals & allied products	194,489.6	6,863	2,195	80.57
29	Petroleum refining	179,884.1	1,376	411	89.84
30	Rubber & misc. plastics products	48,130.1	5,819	1,957	76.33
31	Leather & leather products	9,597.8	1,388	664	86.33
32	Stone, clay & glass products	47,501.3	6,634	1,658	71.87
33	Primary metal industries	105,759.2	4,839	1,992	87.06
34	Fabricated metal products	122,214.4	16,486	4,440	71.35
35	Machinery, except electrical	193,946.3	17,235	4,976	82.33
36	Electrical & electronic equipment	170,635.6	8,487	3,922	90.12
37	Transportation equipment	227,058.7	4,330	1,916	94.59
38	Instruments & related products	53,414.3	3,823	1,463	84.08
39	Misc. manufacturing industries	27,307.3	4,345	1,143	74.50
40	Railroad transportation	21,755.7	329	152	97.52
49	Electric, gas & sanitary services	231,824.7	3,721	637	76.59
50	Wholesale trade, durables	172,755.2	10,342	778	36.74
60	Banking	120,978.1	3,995	756	82.66
70	Hotels & other lodging places	30,127.7	8,249	1,749	69.84
73	Misc. business services	22,090.4	2,032	517	66.72
80	Health services	157,324.5	6,182	4,742	97.19
82	Educational services	22,612.5	1,526	798	93.53
	U.S. Total	**$2,955,149.7**	**178,436**	**56,136**	**78.84%**

Notes: SIC denotes the 2-digit Major Group classifications used by the federal government. **Industry** describes the establishment's primary product or service. **Shipments/Receipts** is the dollar value of goods produced or services rendered. Shipments are usually associated with manufacturing and mining; Receipts with construction, wholesale trade, and service industries. **Total Establishments** are those with 20 or more employees. **Large Establishments** are those with 100 or more employees. **% Shipments/Receipts in Large Establishments** shows what share of the industry's total sales are accounted for by establishments with 100 or more employees.

Source: Sales and Marketing Management's *1986 Survey of Industrial & Commercial Buying Power.*

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cal Committee on Industrial Classification (TCIC), created by OMB to handle the recommendations and provide technical advice, evaluated each of the submitted changes and accepted approximately 40% for review and possible inclusion in a revised SIC system.

Now, in a Feb. 14, 1986 statement, the TCIC has recommended that 78 current industry titles be deleted through mergers with other industries and that 79 new industries be added to the system by subdividing or restructuring existing industries. This represents a net increase of just one 4-digit industry title against current listings for 1,005 separate industries. Individual categories, however, stand to gain or lose the following number of 4-digit entries: Services, +18; Manufacturing, +9; Wholesale, +8; Other misc. industries, -34. Of course, it should be mentioned that OMB has the final decision on which of the recommended changes will occur, and this could have an effect on the figures listed above in terms of whether or not they will stand as proposed.

The TCIC recommendations also place increased emphasis on Service industries, an area that has in the past suffered from a lack of coverage by OMB and the Census Bureau. A new 2-digit Major Group (87) has been proposed for selected professional and technical services, made up from parts of current Major Groups 73 (Business Services) and 89 (Miscellaneous Services). In ad-

SURVEY HIGHLIGHT

Comparative data: Census Bureau shipment totals, 1982–85

SIC	Industry	Shipment Totals ($Mil.) 1985	1984	1983	1982
	Durable Goods	**$1,243,790**	**$1,182,019**	**$1,019,413**	**$ 920,318**
24	Lumber & wood products	Data not available			
25	Furniture & fixtures	Data not available			
32	Stone, clay & glass	57,255	54,993	49,058	44,005
33	Primary metals	125,777	131,156	117,904	107,031
34	Fabricated metals	168,953	139,213	120,570	113,975
35	Machinery, except electrical	212,620	210,166	178,267	180,612
36	Electrical machinery	185,495	182,536	156,016	141,056
37	Transportation equip.	313,443	288,305	240,496	195,054
38	Instruments & related products	56,743	53,509	47,915	46,878
	Nondurable Goods	**$1,097,335**	**$1,092,912**	**$1,025,886**	**$ 988,004**
20	Food & kindred products	296,142	295,051	286,605	277,324
21	Tobacco manufacturers	20,606	16,918	15,462	14,455
22	Textile mill products	52,627	55,078	52,219	47,217
23	Apparel & related products	Data not available			
26	Paper & allied products	97,565	95,944	85,135	78,989
27	Publishing & printing	Data not available			
28	Chemicals	214,253	211,832	190,230	172,803
29	Petroleum & coal products	194,030	200,588	191,551	206,430
30	Rubber & plastic products	48,246	52,151	50,320	50,163
31	Leather & leather products	Data not available			
	All manufacturing	**$2,341,125**	**$2,274,931**	**$2,045,299**	**$1,908,322**

Notes: Boldface totals will not always reflect the sum of details due to the exclusion of certain "Miscellaneous" industry categories.

Source: U.S. Commerce Department, Bureau of the Census; *Manufacturers' Shipments, Inventories, and Orders (M3) Survey.*

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SURVEY HIGHLIGHT

The 50 leading metro markets in manufacturing activity

Rank	Metro Market	1985 Shipments ($ Mil.)	% Of U.S. Total	Total Plants	Average Shipments Per Plant ($000)
1.	Los Angeles-Long Beach	$74,924	3.66%	4,566	$16,409
2.	Chicago	71,730	3.50	5,976	12,003
3.	Detroit	60,304	2.94	3,637	16,581
4.	Philadelphia	53,255	2.60	3,212	16,580
5.	New York	44,861	2.19	5,544	8,092
6.	Boston-Lawrence-Salem-Lowell-Brockton	38,988	1.90	2,939	13,266
7.	Houston	35,208	1.72	1,446	24,349
8.	San Jose	29,506	1.44	819	36,026
9.	Newark	24,693	1.21	1,912	12,915
10.	Minneapolis-St. Paul	24,388	1.19	1,598	15,262
11.	Cincinnati	21,067	1.03	972	21,674
12.	Cleveland	20,866	1.02	1,962	10,635
13.	St. Louis	20,843	1.02	1,499	13,905
14.	Beaumont-Port Arthur	19,760	0.96	119	166,052
15.	Dallas	17,987	0.88	1,317	13,658
16.	Nassau-Suffolk	17,902	0.87	1,838	9,740
17.	Milwaukee	17,805	0.87	1,243	14,324
18.	Oakland	17,277	0.84	749	23,006
19.	Bergen-Passaic	16,944	0.83	1,767	9,589
20.	Middlesex-Somerset-Hunterdon, NJ	16,032	0.78	809	19,816
21.	Seattle	15,752	0.77	814	19,352
22.	Pittsburgh	15,622	0.76	1,004	15,559
23.	Anaheim-Santa Ana	14,954	0.73	853	17,531
24.	Atlanta	14,509	0.71	1,054	13,765
25.	Baltimore	14,464	0.71	958	15,098
26.	Louisville	14,092	0.69	520	27,099
27.	Kansas City	13,950	0.68	938	14,872
28.	Greensboro-Winston Salem-High Point, NC	13,629	0.67	763	17,863
29.	Rochester, NY	12,617	0.62	503	25,084
30.	New Orleans	12,435	0.61	386	32,216
31.	Columbus	12,291	0.60	641	19,174
32.	Bridgeport-Stamford-Norwalk-Danbury, CT	12,184	0.59	948	12,852
33.	Richmond-Petersburg, VA	12,039	0.59	411	29,292
34.	Providence-Pawtucket-Woonsocket, RI	11,568	0.56	1,558	7,425
35.	Toledo	11,365	0.55	444	25,598
36.	Indianapolis	11,254	0.55	649	17,340
37.	Hartford-New Britain-Middletown-Briston, CT	11,168	0.55	1,080	10,341
38.	Baton Rouge	11,004	0.54	171	64,349
39.	Flint, MI	10,932	0.53	124	88,164
40.	Allentown-Bethlehem	10,813	0.53	581	18,612
41.	Phoenix	10,791	0.53	675	15,987
42.	Charlotte-Gastonia-Rock Hill, SC	10,644	0.52	892	11,932
43.	Denver	10,293	0.50	771	13,350
44.	Portland, OR	9,823	0.48	729	13,474
45.	Lake Charles, LA	9,653	0.47	50	193,058
46.	Fort Worth-Arlington	9,327	0.46	652	14,305
47.	Greenville-Spartanburg, SC	8,733	0.43	572	15,267
48.	Salt Lake City-Ogden	8,646	0.42	494	17,503
49.	Washington, DC	8,564	0.42	729	11,748
50.	Lansing-East Lansing, MI	8,471	0.41	166	51,031

Notes: Shipments is the output of all manufacturing establishments with 20 or more employees located in the metro area. The **% Of U.S. Total** is the metro market's share of total U.S. manufacturing shipments. **Total Plants** shows the number of establishments with 20 or more employees. **Average Shipments Per Plant** is the mathematical average computed by dividing the number of plants in the metro into the total shipments figure.

Source: Sales and Marketing Management's *1986 Survey of Industrial & Commercial Buying Power*.

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dition, some of the nation's newer growth industries have finally been recognized; things such as Physical Fitness Facilities, which has been assigned the 4-digit code of 7991, and Video Tape Rentals (new code 7841). Other proposed changes in the Services category include listings for Photocopying and Duplicating Services (new code 7334), Tax Return Preparation Services (new code 7291), Equipment Rental and Leasing (new code 7384), and Home Health Care Agencies (new code 8082).

Computers win big

The biggest winner by far in the number of newly created classifications, however, is the computer and computer-peripherals industry, which stands to gain a total of 15 new 4-digit listings. Out of the ashes of the old Electronic Computing Equipment category (SIC 3573), five separate 4-digit manufacturing industries have been created, Computers (3571), Computer Storage Devices (3572), Computer Terminals (3575), Computer Peripheral Equipment (3577), and Recording Media (3695). This last category covers magnetic disks, previously listed as a part of SIC 3679, Electronic Components, n.e.c. (not elsewhere classified).

In the area of computer wholesaling, Computers and Computer Peripheral Equipment & Software, formerly a part of SIC 5081 (Commercial Machines and Equipment), has been assigned its own 4-digit designation (5045) under the Sporting, Recreational, Photographic, and Hobby Goods, Toys, and Supplies category.

In retailing, Computer and Software Stores have been given a separate designation (new code 5734), setting them apart from their former category, Radio and Television Stores (5732). Prepackaged Computer Software, formerly considered a service industry and categorized under Computer and Data Processing Services (7372), will be assigned a manufacturing SIC code (3653), placing it in the same 3-digit industry group (365) as pre-

SURVEY HIGHLIGHT

Profile of the 25 biggest nonmanufacturing industries

Rank	SIC	Industry	Receipts ($ Mil.)	Total Establishments	Average Receipts Per Estab. ($000)	Total Employees	% Receipts in Large Estab.
1.	8062	General medical & surgical hospitals	$157,324.5	6,182	$ 25,448	3,119,399	97.19%
2.	6025	National banks, federal reserve system	120,978.1	3,995	30,282	645,520	82.66
3.	4911	Electric services	94,062.5	1,804	52,141	308,898	77.71
4.	5051	Metals service centers & sales offices	46,371.8	1,337	34,683	72,883	42.40
5.	1311	Crude petroleum & natural gas	42,936.8	2,275	18,873	70,414	20.95
6.	4922	Natural gas transmission	34,210.9	711	48,116	42,553	49.62
7.	5084	Industrial machinery distributors	32,486.0	2,687	12,090	110,808	25.81
8.	4931	Electric & other services combined	30,649.6	302	101,488	84,552	84.62
9.	5063	Electrical power equipment wholesalers	30,270.9	1,654	18,301	74,093	34.80
10.	7011	Hotels, motels & tourist courts	30,127.7	8,249	3,652	823,722	69.84
11.	5085	Industrial supply distributors	29,655.0	2,880	10,296	102,454	22.39
12.	4912	Nuclear power	27,858.3	85	327,744	65,521	99.16
13.	4923	Gas transmission & distribution	23,444.2	312	75,141	32,349	80.91
14.	8221	Colleges & universities, n.e.c.	22,612.5	1,526	14,818	489,918	93.53
15.	1629	Heavy construction, n.e.c.	22,492.3	1,225	18,361	221,641	79.83
16.	4011	Line-haul operating railroads	21,755.7	329	66,126	240,364	97.52
17.	4924	Natural gas distribution	21,599.2	507	42,601	51,906	69.20
18.	1611	Highway & street construction	18,711.8	1,872	9,995	168,748	69.80
19.	5065	Electronic parts wholesalers	17,186.6	668	25,728	38,533	50.26
20.	5081	Commercial equipment wholesalers	16,784.9	1,116	15,040	86,322	57.23
21.	1211	Bituminous coal & lignite mining	16,625.2	941	17,667	144,994	80.06
22.	7372	Computer programming & software	11,987.5	959	12,500	150,316	78.99
23.	7374	Data processing services	10,102.9	1,073	9,415	91,950	52.16
24.	1623	Pipe & utility line construction	6,888.0	1,078	6,389	82,331	59.68
25.	1381	Oil & gas well drilling services	6,330.5	928	6,821	41,761	40.12

Notes: N.E.C.—Not Elsewhere Classified. **Receipts** is gross revenues for all establishments with 20 or more employees in a specific 4-digit SIC. **Total Establishments** is the number of establishments with 20 or more employees. **Average Receipts Per Establishment** is the mathematical average computed by dividing total establishments into total receipts. **Total Employees** shows the number of employees in establishments with 20 or more employees. **% Receipts in Large Establishments** shows the share of a 4-digit industry's receipts accounted for by establishments with 100 or more employees. Source: Sales and Marketing Management's *1986 Survey of Industrial & Commercial Buying Power.*

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SURVEY HIGHLIGHT

County Concentrations: The leaders in 4-digit industry share

Rank	County/State	SIC	Industry	% of Total U.S. Shpmnts./Rcpts.
1.	New York, NY	2371	Fur goods	**66.6806%**
2.	Brazoria, TX	2895	Carbon Black	**56.2662**
3.	Providence, RI	3915	Jeweler's materials & lapidary work	**53.6726**
4.	Lancaster, PA	3996	Hard surface floor coverings, n.e.c.	**53.1610**
5.	Providence, RI	3961	Costume jewelry	**51.9643**
6.	New York, NY	2351	Millinery	**46.0587**
7.	Schenectady, NY	3511	Turbines & turbine generators	**44.0485**
8.	Calhoun, MI	2043	Cereal breakfast foods	**43.2025**
9.	Polk, FL	2874	Posphatic fertilizers	**41.0330**
10.	Allen, OH	3795	Tanks & tank components	**39.8915**
11.	New York, NY	3963	Buttons	**39.7590**
12.	Whitfield, GA	2272	Tufted carpets & rugs	**39.4623**
13.	Richmond City, VA	2111	Cigarettes	**38.6635**
14.	St. Louis, MN	1011	Iron-ore mining	**36.3058**
15.	Harris, TX	1382	Oil & gas field exploration services	**36.1495**
16.	Monroe, NY	3861	Photographic equipment & supplies	**35.9648**
17.	Los Angeles, CA	3761	Guided missiles & space vehicles	**33.6848**
18.	Macomb, MI	3795	Tanks & tank components	**33.6037**
19.	Santa Clara, CA	3761	Guided missiles & space vehicles	**32.9233**
20.	Dauphin, PA	2066	Chocolate & cocoa prod.	**32.6339**
21.	Sheboygan, WI	3431	Metal sanitary ware	**31.9204**
22.	Jackson, MO	2771	Greeting card publishing	**30.5609**
23.	Los Angeles, CA	4923	Gas transmission & distribution	**28.7244**
24.	Atlantic, NJ	3262	Vitreous china food utensils	**28.3646**
25.	Los Angeles, CA	3721	Aircraft	**28.2014**

Notes: **SIC** is the 4-digit industry group classification used by the federal government. **Industry** describes an establishment's primary product or service. **% Of Total U.S. Shipments/Receipts** shows the percentage of total U.S. sales in the listed 4-digit industry accounted for by the county. For example; when combined, the two counties of Allen, OH (10) and Macomb, MI (18) account for nearly three-quarters (73.4952%) of all tanks and tank components (SIC 3795) manufactured in the U.S.

Source: Sales and Marketing Management's *1986 Survey of Industrial & Commercial Buying Power.*

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recorded magnetic tapes and phonograph records.

Two other industries that were formerly a part of the Computer and Data Processing Services category have also been given separate designations. Custom Computer Programming Services (new code 7371) and Computer Integrated Systems Design (new code 7373) have retained their overall status as service industries, however, as have four other industries that round out the list of computer-industry-related changes. These last four consist of two industries from SIC 7374, Data Processing Services, and two from SIC 7379, Computer Related Services, n.e.c. Both of the above mentioned categories will be retained, but new 4-digit designations have been proposed for Electronic Information Retrieval Services (7375), Computer Facilities Management Services (7376), Computer Rental and Leasing (7377), and Computer Maintenance and Repair (7378).

Some 2- and 3-digit groups will, under the proposed changes, be eliminated, since all of their 4-digit industries will be moved into other categories. Major group 11 (Anthracite Mining) and major group 66 (Combinations of Real Estate, Insurance, Loans, and Law Offices), as well as the 3-digit industry group 739 (Miscellaneous Business Services), will be affected by these reassignments.

Plastic parts

A few of the additional highlights of the recommended changes that reflect the emergence of new industries include proposed categories for Frozen Bakery Products (2031), Frozen Specialities (2036), Men's and Boys' jean-cut casual slacks (2325), Travel Agencies (4724), and Tour Operators (4725).

In addition to the computer industry, another area of manufacturing—the plastics industry—will be extensively sub-divided under the new system. Miscellaneous Plastic Products, formerly SIC 3079, will be broken out into no fewer than nine separate new categories as follows: Unsupported Sheet and Film

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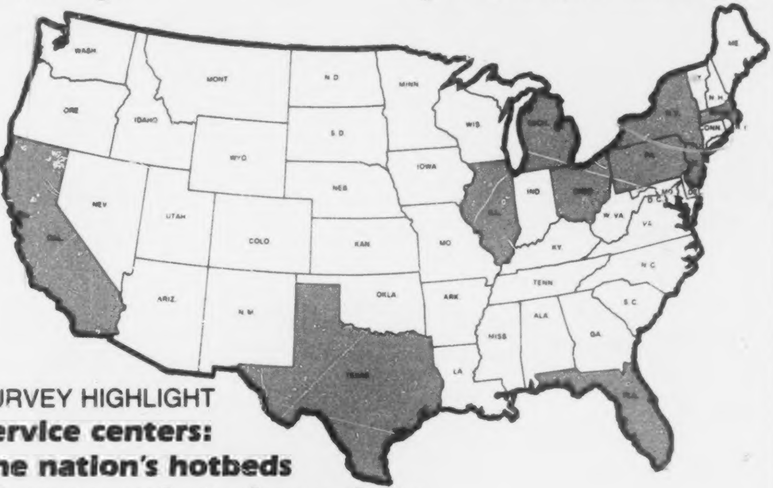
(3071), Laminated Plate and Sheet (3072), Pipe (3073), Bottles (3074), Unsupported Profile Shapes (3075), Foam Products (3076), Custom Compounding of Resins (3077), Plumbing Fixtures (3078), and Plastics Products, n.e.c. (3079). In addition, Plumbing Fixture Fittings, formerly a part of SIC 3079, will fall under the new designation of SIC 3432, which has been changed from Plumbing Fixture Fittings and Trim (Brass Goods) to the broader category of Plumbing Fixture Fittings.

The list of industries that will either be eliminated or combined to form new less-specific groups is also a testimonial to the changing face of U.S. industry. Three forestry-industry categories, Forest Nurseries and Seed Gathering (0821), Extraction of Pine Gum (0843), and Gathering of Forest Products, n.e.c. (0849), will be combined to form a single 4-digit industry, Forest Products, Except Timber (new code 0831).

In the area of Mining and Quarrying of Nonmetallic Minerals (SIC



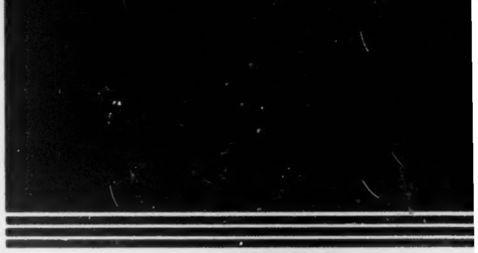
SURVEY HIGHLIGHT

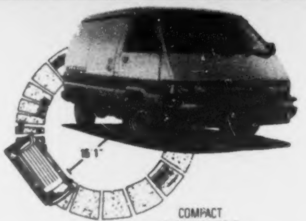
Service centers: The nation's hotbeds of nonmanufacturing activity

Rank	State	1985 Receipts ($ Mil.)
1.	Texas	$103,225.4
2.	California	90,982.3
3.	New York	77,734.0
4.	Illinois	59,422.1
5.	Pennsylvania	45,623.3
6.	Ohio	39,295.0
7.	Michigan	29,717.5
8.	Florida	28,289.8
9.	New Jersey	26,952.9
10.	Massachusetts	26,411.9
11.	Indiana	20,611.5
12.	Georgia	20,180.1
13.	Missouri	20,128.5
14.	Louisiana	19,561.1
15.	Virginia	18,678.0
16.	Minnesota	18,604.7
17.	Oklahoma	17,937.3
18.	North Carolina	15,053.4
19.	Tennessee	14,433.2
20.	Maryland	13,739.8
21.	Colorado	13,549.0
22.	Wisconsin	13,363.7
23.	Kentucky	13,241.8
24.	Alabama	12,186.2
25.	Washington	11,954.0
26.	Connecticut	11,235.5
27.	Kansas	11,039.8
28.	West Virginia	10,421.5
29.	Iowa	9,169.4
30.	Oregon	8,578.8
31.	Arizona	8,462.2
32.	Nebraska	7,799.5
33.	South Carolina	7,739.7
34.	Mississippi	6,345.8
35.	Arkansas	6,332.5
36.	Utah	5,789.3
37.	District of Columbia	5,474.5
38.	New Mexico	5,155.3
39.	Nevada	4,306.8
40.	Wyoming	3,853.7
41.	Idaho	3,521.1
42.	Rhode Island	3,456.1
43.	Maine	3,014.4
44.	Montana	2,551.0
45.	North Dakota	2,490.0
46.	New Hampshire	2,391.5
47.	Delaware	1,837.8
48.	Hawaii	1,798.5
49.	South Dakota	1,532.7
50.	Vermont	1,507.0
51.	Alaska	524.0
	U.S. Total	**$907,204.9**

Note: Nonmanufacturing totals reflect only those industries surveyed (see the list of 2-digit classifications, pg. 12).

Source: Sales and Marketing Management's *1986 Survey of Industrial & Commercial Buying Power.* ©Sales and Marketing Management.

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SURVEY DATA AVAILABLE ON DISKETTE

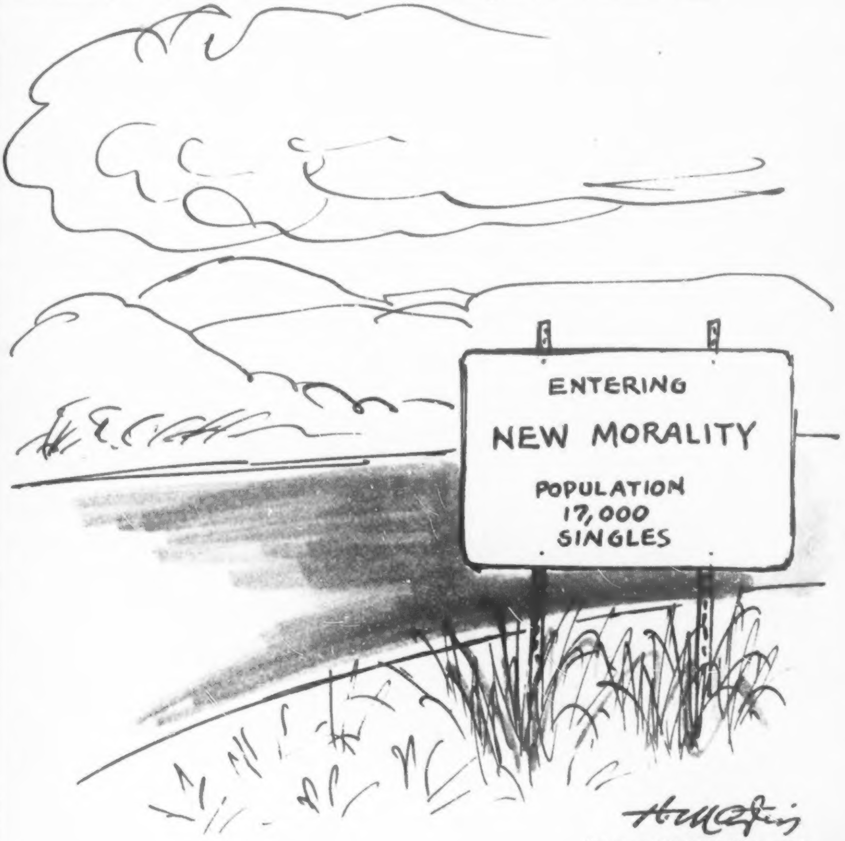
Sales and Marketing Management and Trinet, preparers of the data for the *Survey of Industrial & Commercial Buying Power*, now produce this data in a diskette format for users with personal computers. The various formats provided include establishment, employment, shipments/receipts, and other statistics in three distinct files: **U.S. SIC Totals**, **County Manufacturing Totals** and **County SIC Totals**. For more information on this and other industrial data on diskette, contact Trinet at 1-800-TRINET1. In New Jersey, call 201-267-3600. —The Editors

major group 14), no fewer than 12 separate 4-digit industries will be combined into just three all-inclusive categories; Clay and Related Minerals, n.e.c. (1459), Chemical and Fertilizer Mining, n.e.c. (1479), and Nonmetallic Minerals, n.e.c. (1499).

Industries in the 2-digit major group 22, Textile Mill Products, will also be pared down in two specific areas. Woven Carpets and Rugs (2271), Tufted Carpets and Rugs (2272), and Carpets and Rugs, n.e.c. (2279) will all be classified as Floor Covering Mills (new code 2273), and the 4-digit designations of 2291 through 2294 dealing with felt, lace, and upholstery filling will now be considered Textile Goods, n.e.c. (2299) under the new system.

The Transportation and Public Utilities industries will also see some consolidation under the new system, with a string of 4-digit industries squeezed into single categories. In this case, the consolidations are more a matter of eliminating some little-used titles rather than a question of declining industries. The melding of Bus Terminal Services (4171) and Bus Service Facilities (4172) into the category Bus Terminal and Service Facilities (new code 4173), for example, simply eliminates two overly specific titles and simplifies the collection and dissemination of data in this area. The same holds true for SICs 4141, Local Passenger Charter Service, and 4142, Charter Service, Except Local, which have been combined to form Transportation Charter Services (new code 4143). Similar consolidations will result in the formation of three other new catchall categories, Deep Sea Domestic Transportation (new code 4424), Railroad Car Rental (new code 4741), and Inspection Services, Fixed Facilities, n.e.c. (new code 4785).

These are just a few of the changes due to take effect in January 1987, although officials at OMB say that data for the new industries will not be available until 1988 at the earliest, with most industry data taking several years to be phased in. A copy of OMB's Federal Register notice, along with the complete list of TCIC recommendations, is available from the Office of Management and Budget, Washington, DC, 20503. S&MM



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Trinet and the Census Bureau: Why they don't agree

Marketers who compare the *Survey of Industrial & Commercial Buying Power (SICBP)* establishment totals with those in the Census Bureau's annual *County Business Patterns (CBP)* reports should bear in mind that the two sources may not always agree.

Obviously, no private-sector information source such as Trinet, which supplies the data for the *Survey*, can duplicate the Bureau's financial and personnel resources, not to mention its legal power to compel answers. Also, *CBP* reports pertain to a fixed point in time (a week in March, although first-quarter and annual payroll data are reported), whereas Trinet maintains a dynamic database, constantly inputting new information as it becomes available, and excising out-of-date information.

In addition, the following "facts of life" in data collection contribute to honest differences:

1. Establishments on the borderline of a size category—*CBP* use nine different classes—could move from one category to the next with a change in just one or two employees. Such movements can be considerable over the two-year time period in which *County Business Patterns* data trail *SICBP* data.

2. Employment data comparisons are inherently imprecise. CBP shows employment for a specific pay period, whereas companies generally report it as an annual average. Some small companies tend to inflate their employment figures in order to be counted, so that many establishments with 15 or 16 employees will claim to have 20.

3. Trinet's technical procedures for reconciling its files against the annual *CBP* reports invariably leave a residual of unreconciled establishment locations. When the differences are uncovered, the information stays in Trinet's files as the process of reconciliation goes on. After the file is updated, these old differences disappear—but new ones appear in different locations.

4. When large establishments produce more than one product in significant volumes, Trinet will add a second, third, or fourth establishment at the same address, along with the appropriate SIC code and employment data. This increases the number of establishments in Trinet's file vs. the *CBP* files. This, say the people at Trinet, is the major discrepancy between the Census Bureau's figures and their own—establishment totals. There is far less disparity on the value of shipments, which is the key measure of industrial buying power.

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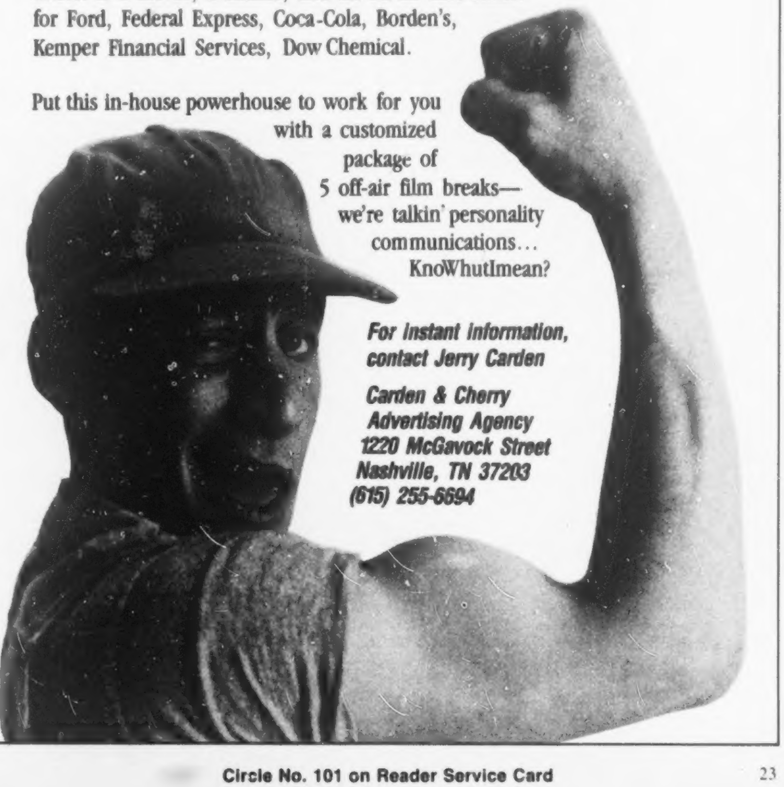

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SURVEY HIGHLIGHT

Regional readouts: State summaries of manufacturing industries

Region & State	Total Plants	Large Plants	1985 Shipments ($ Mil.)	% Of U.S. Total	Avg. Shpmnts. Per Plant ($000)	Plant Index U.S. = 100
NEW ENGLAND						
Connecticut	3,333	1,005	$37,595.4	1.8357%	$11,279	73
Maine	743	292	9,188.2	.4486	12,366	80
Massachusetts	4,650	1,551	57,923.1	2.8283	12,456	80
New Hampshire	814	297	9,283.2	.4533	11,404	73
Rhode Island	1,585	398	11,957.8	.5838	7,544	48
Vermont	392	136	4,378.0	.2137	11,168	72
MIDEAST						
Delaware	257	77	7,149.8	.3491	27,820	179
Dist. of Columbia	121	31	2,313.7	.1129	19,121	123
Maryland	1,666	538	22,366.2	1.0921	13,425	86
New Jersey	6,574	1,920	85,812.9	4.1902	13,053	84
New York	10,602	3,192	123,264.7	6.0189	11,626	75
Pennsylvania	7,782	2,885	118,523.3	5.7874	15,230	98
GREAT LAKES						
Illinois	8,966	2,925	125,023.4	6.1048	13,944	89
Indiana	3,501	1,346	61,123.1	2.9846	17,458	112
Michigan	7,112	1,831	120,889.9	5.9029	16,998	109
Ohio	7,649	2,682	123,033.1	6.0076	16,084	103
Wisconsin	3,342	1,191	55,258.3	2.6982	16,534	106
PLAINS						
Iowa	1,539	481	25,842.7	1.2618	16,791	108
Kansas	1,677	394	27,484.3	1.3420	16,388	105
Minnesota	2,526	834	38,399.9	1.8750	15,201	98
Missouri	3,026	978	39,744.7	1.9407	13,134	84
Nebraska	740	229	12,528.4	.6117	16,930	109
North Dakota	179	36	1,840.4	.0898	10,281	66
South Dakota	410	75	3,640.7	.1777	8,879	57
SOUTHEAST						
Alabama	2,190	889	32,454.4	1.5847	14,819	95
Arkansas	1,251	535	18,546.3	.9056	14,825	95
Florida	3,831	1,066	44,790.5	2.1870	11,691	75
Georgia	3,057	1,239	46,656.8	2.2782	15,262	98
Kentucky	1,556	606	31,194.0	1.5232	20,047	129
Louisiana	1,455	503	50,203.9	2.4514	34,504	222
Mississippi	1,587	670	20,841.9	1.0177	13,132	84
North Carolina	4,371	1,937	64,556.4	3.1522	14,769	95
South Carolina	2,057	947	31,913.2	1.5583	15,514	99
Tennessee	2,850	1,193	44,040.2	2.1504	15,452	99
Virginia	2,401	919	43,469.8	2.1226	18,104	116
West Virginia	672	214	12,937.1	.6317	19,252	123
SOUTHWEST						
Arizona	944	243	15,551.4	.7593	16,473	106
New Mexico	369	91	6,637.5	.3241	17,987	115
Oklahoma	1,298	391	26,394.6	1.2888	20,334	130
Texas	6,655	2,243	151,168.5	7.3814	22,715	146
ROCKY MOUNTAIN						
Colorado	1,352	361	20,295.3	.9910	15,011	97
Idaho	299	126	5,746.0	.2805	19,217	123
Montana	207	40	3,198.5	.1562	15,451	99
Utah	692	210	11,823.7	.5773	17,086	110
Wyoming	138	34	4,020.2	.1963	29,132	187
FAR WEST						
Alaska	3	3	506.0	.0247	168,666	1,086
California	9,854	3,473	176,341.7	8.6106	17,895	115
Hawaii	270	72	4,791.3	.2339	17,745	114
Nevada	133	33	1,437.3	.0702	10,806	69
Oregon	1,556	481	21,521.5	1.0508	13,831	89
Washington	1,648	500	32,341.6	1.5792	19,624	126
U.S. Totals	**131,882**	**44,343**	**$2,047,944.8**	**100.0000%**	**$15,528**	**100**

Notes: Total Plants counts manufacturing establishments with 20 or more employees. **Large Plants** are those with 100 or more employees. **Shipments** show the gross value of all goods produced. **% of U.S. Total** shows each state's share of total U.S. manufacturing shipments. **Average Shipments Per Plant** is the mathematical average computed by dividing total plants into total shipments. The **Plant Index** shows the state's average shipment's per plant as a ratio of the U.S. per-plant average ($15,528), which represents par, or 100. The state's index above or below 100 indicates the degree by which a state is above or below the U.S. norm. Details may not add up to totals due to rounding.

Source: Sales and Marketing Management's *1986 Survey of Industrial & Commercial Buying Power.*

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SURVEY HIGHLIGHT

Top 50 counties in manufacturing activity

Rank	County/State	Total Shipments ($ Mil.)	Total Plants	Large Plants	Average Shipments Per Plant ($000)	Total Employees
1.	Los Angeles, CA	$74,924.2	4,566	1,535	$ 16,409	606,440
2.	Cook, IL	64,383.3	5,194	1,640	12,395	618,542
3.	Wayne, MI	34,874.0	1,532	352	22,763	239,554
4.	Harris, TX	33,414.5	1,359	444	24,587	168,533
5.	Santa Clara, CA	29,505.7	819	387	36,026	228,497
6.	Middlesex, MA	19,322.1	1,245	415	15,519	171,435
7.	Hamilton, OH	18,420.7	773	280	23,830	131,326
8.	Jefferson, TX	18,175.5	90	40	201,950	23,992
9.	Cuyahoga, OH	17,384.1	1,591	492	10,926	191,970
10.	New York, NY	17,095.6	2,467	550	6,929	209,107
11.	Philadelphia, PA	15,853.8	1,070	341	14,816	139,159
12.	Dallas, TX	15,657.2	1,131	368	13,843	160,459
13.	Orange, CA	14,953.7	853	352	17,530	141,928
14.	Oakland, MI	13,663.0	1,079	227	12,662	134,465
15.	King, WA	13,429.0	694	186	19,350	122,464
16.	Milwaukee, WI	13,097.6	779	284	16,813	142,202
17.	Hennepin, MN	12,602.3	947	305	13,307	142,676
18.	Middlesex, NJ	12,547.1	611	219	20,535	79,285
19.	Jefferson, KY	12,426.1	401	133	30,987	76,502
20.	Union, NJ	12,213.5	689	215	17,726	85,343
21.	Fairfield, CT	12,184.0	948	290	12,852	122,595
22.	St. Louis City, MO	12,000.0	965	289	12,435	106,596
23.	Bergen, NJ	11,662.0	1,110	323	10,506	114,217
24.	Genesee, MI	10,932.3	124	33	88,163	64,870
25.	Monroe, NY	10,892.2	368	131	29,598	91,050
26.	Maricopa, AZ	10,791.0	675	169	15,986	100,936
27.	Nassau, NY	10,552.3	1,057	289	9,983	117,728
28.	Kings, NY	10,102.6	1,246	322	8,108	114,574
29.	Allegheny, PA	9,889.2	652	216	15,167	102,087
30.	Marion, IN	9,707.7	514	184	18,886	98,383
31.	Hartford, CT	9,684.8	887	253	10,918	127,999
32.	Calcasieu, LA	9,652.9	50	19	193,058	10,097
33.	Macomb, MI	9,502.4	776	164	12,245	92,646
34.	Lucas, OH	9,293.9	337	111	27,578	51,165
35.	Delaware, PA	9,182.6	210	65	43,726	36,234
36.	Providence, RI	9,057.2	1,264	311	7,165	121,794
37.	Montgomery, PA	9,045.2	652	245	13,873	94,872
38.	Tarrant, TX	9,026.6	604	190	14,944	77,931
39.	Richmond City, VA	8,945.4	271	89	33,008	50,441
40.	East Baton Rouge, LA	8,931.2	109	28	81,937	16,125
41.	Contra Costa, CA	8,679.3	195	81	44,509	26,645
42.	Alameda, CA	8,597.4	554	179	15,518	58,396
43.	New Haven, CT	8,189.0	917	267	8,930	99,006
44.	Essex, NJ	8,084.9	867	208	9,325	78,627
45.	Ingham, MI	8,079.4	119	31	67,894	38,715
46.	Baltimore City, MD	7,999.2	544	171	14,704	79,588
47.	Erie, NY	7,990.2	523	191	15,277	88,531
48.	San Diego, CA	7,620.4	466	174	16,352	78,077
49.	Suffolk, NY	7,350.0	781	249	9,411	85,455
50.	Shelby, TN	7,326.5	461	148	15,892	54,117
	50-County Total	**$744,894.8**	**46,136**	**14,185**	**$ 16,145**	**6,213,876**

Notes: Total Shipments is the gross dollar value of all goods manufactured by plants with 20 or more employees. **Total Plants** shows the number of manufacturing establishments with 20 or more employees. **Large Plants** are those with 100 or more employees. **Average Shipments Per Plant** is the mathematical average computed by dividing total plants into total shipments. **Total Employees** is the aggregate number of employees in establishments that fit the total plants criteria. Details may not add up to totals due to rounding.

Source: Sales and Marketing Management's *1986 Survey of Industrial & Commercial Buying Power.*

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SURVEY HIGHLIGHT

Profile of the 50 biggest manufacturing industries

Rank	SIC	Industry	Shipments ($ Mil.)	Total Plants	Average Shipments Per Plant ($000)	Total Employees	% Sales in Large Plants
1.	2911	Petroleum refining	$172,494.0	321	$537,364	85,714	91.19%
2.	3711	Motor vehicles & car bodies	84,959.8	166	511,806	265,253	98.45
3.	3573	Electronic computing equipment	51,917.5	1,149	45,184	372,737	93.44
4.	2011	Meat-packing plants	50,125.2	873	57,417	128,960	82.02
5.	3714	Motor vehicle parts & accessories	47,240.1	1,192	39,630	346,808	89.60
6.	2869	Industrial organic chemicals, n.e.c.	38,075.9	512	74,366	101,347	85.44
7.	3662	Radio & TV communication equipment	36,406.6	1,156	31,493	328,164	91.37
8.	3312	Blast furnances & steel mills	30,766.2	346	88,919	250,395	96.67
9.	3079	Miscellaneous plastics products	30,398.9	4,616	6,585	454,836	68.80
10.	3721	Aircraft	28,833.7	112	257,443	175,354	98.73
11.	2711	Newspapers	25,980.1	2,375	10,938	312,624	78.77
12.	2834	Pharmaceutical preparations	21,802.0	477	45,706	142,074	93.26
13.	2621	Paper mills	20,348.8	341	59,673	138,094	96.17
14.	2821	Plastic materials & resins	19,739.8	456	43,289	84,723	85.31
15.	2026	Fluid milk	18,927.4	830	22,804	84,389	71.73
16.	2036	Bottles & canned soft drinks	17,807.7	1,408	12,647	119,833	62.21
17.	3861	Photographic equipment & supplies	17,486.8	360	48,574	79,084	85.77
18.	2752	Commercial printing, lithographic	16,955.8	1,813	9,352	132,552	56.26
19.	3679	Electronic components, n.e.c.	16,570.4	1,684	9,839	284,293	84.98
20.	3661	Telephone & telegraph apparatus	16,535.5	230	71,893	128,074	95.92
21.	3674	Semiconductors & related devices	16,214.8	382	42,477	151,751	95.00
22.	2051	Bread, cake & related products	14,791.3	1,235	11,976	172,379	82.67
23.	2111	Cigarettes	13,514.8	10	1,351,480	41,214	100.00
24.	3761	Guided missiles & space vehicles	13,276.0	65	204,246	90,082	99.12
25.	3531	Construction machinery	13,259.7	480	27,624	125,265	90.68
26.	3585	Refrigeration & heating equipment	13,232.6	522	25,349	117,146	89.28
27.	2421	Sawmills & planning mills, general	12,834.0	1,686	7,612	135,959	59.00
28.	2819	Industrial inorganic chemicals, n.e.c.	12,777.7	580	22,030	112,802	84.48
29.	2721	Periodicals	12,684.4	782	16,220	80,296	71.08
30.	2013	Sausage & other prepared meats	12,064.7	713	16,921	76,237	72.63
31.	3724	Aircraft engines & engine parts	11,795.4	171	68,978	112,318	95.17
32.	2082	Malt beverages	11,700.7	69	169,575	38,314	98.07
33.	2653	Corrugated & solid fiber boxes	11,168.0	1,062	10,516	104,073	74.71
34.	2631	Paperboard mills	10,937.7	201	54,416	56,955	93.03
35.	2099	Food preparations, n.e.c.	10,677.7	711	15,017	75,010	72.40
36.	3731	Ship building & repairing	10,598.9	323	32,813	149,803	95.03
37.	2841	Soap & other detergents	10,281.6	260	39,544	33,266	78.87
38.	2844	Toilet preparations	10,189.1	272	37,459	57,108	89.74
39.	3443	Fabricated plate work, boiler shops	10,172.2	1,120	9,082	117,446	69.68
40.	2022	Cheese, natural & processed	10,151.2	321	31,623	28,507	65.06
41.	3599	Machinery, except electrical, n.e.c.	10,097.0	2,813	3,589	159,232	42.11
42.	2033	Canned fruits & vegetables	10,039.2	581	17,279	111,844	88.60
43.	3441	Fabricated structural metal	9,677.0	1,557	6,215	119,635	57.76
44.	2824	Organic fibers, noncellulosic	9,637.8	56	172,103	60,237	98.32
45.	3533	Oil field machinery	9,637.3	391	24,647	52,901	78.40
46.	3494	Valves & pipe fittings	9,552.2	704	13,568	101,806	82.80
47.	2647	Sanitary paper products	9,532.4	94	101,408	27,885	92.20
48.	3523	Farm machinery & equipment	9,514.1	737	12,909	106,274	80.54
49.	3728	Aircraft equipment, n.e.c.	9,413.6	607	15,508	134,747	87.39
50.	3519	Internal combustion engines, n.e.c.	9,322.3	148	62,988	79,091	95.18

Notes: N.E.C.–Not Elsewhere Classified. **Shipments** is gross revenues (sales) for all manufacturing establishments with 20 or more employees in a specific 4-digit SIC. **Total Plants** shows the number of establishments with 20 or more employees. **Average Shipments Per Plant** is the mathematical average computed by dividing total plants into total shipments. **Total Employees** is the number of employees in establishments with 20 or more employees. **% Sales in Large Plants** is the share of a 4-digit industry's sales (shipments) accounted for by plants with 100 or more employees.

Source: Sales and Marketing Management's *1986 Survey of Industrial & Commercial Buying Power.*

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S&MM

1986 Survey Of U.S. Industrial & Commercial Buying Power

The data in Section A and Section B of the SICBP are produced with the industrial marketer in mind. Using the 4-digit SIC (Standard Industrial Classification) system as a base, the SICBP provides data in two formats: Section A, which contains U.S. establishment and shipment/receipt totals for more than 450 separate 4-digit industries; and Section B, with county totals for manufacturing industries, as well as separate listings for 4-digit industries located within these counties.

SURVEY DATA AVAILABLE ON DISKETTE

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SIC: The system explained

The **Standard Industrial Classification (SIC)** system was developed by the federal government to facilitate the collection and analysis of data pertaining to all industries involved in economic activity in the U.S.

Within the system, each major area of activity, referred to as a **Division** (A,B,C, etc.), is first assigned a range of 2-digit classification codes. For example, the manufacturing division (Division D), includes SICs 20 to 39, with each 2-digit designation denoting a **Major Group**, such as SIC 20—Food. These, in turn, are subdivided into more than 150 3-digit **Industry Groups**, such as SIC 208—beverages. At the next level of detail, 4-digit **Specific Industries** are identified (SIC 2082—malt beverages, or SIC 2086—bottled & canned soft drinks.)

The *Survey of Industrial & Commercial Buying Power* uses these 4-digit classification codes, since this is the level of detail most widely used by marketers.

The basic reporting unit in the SIC system is the *Individual Establishment*, defined as a "single physical location where business is conducted or where services or industrial operations are performed." Thus, establishments should never be confused with entire companies, which may consist of one or more separate establishments, depending on the number of actual physical locations involved. Where "distinct and separate economic activities" are performed at a single location, each activity is treated as an establishment, in accordance with the guidelines on classification in the government's *Standard Industrial Classification Manual*.

SIC data in the *Survey of Industrial & Commercial Buying Power* is presented in two different configurations. First, as U.S. totals for establishments and shipment dollars, listed by 4-digit SIC for the industries surveyed, and then by state and county for all counties that meet the following criteria: When a 4-digit industry has 1,000 or more employees in that county—otherwise, an "all-manufacturing" total will be the only entry for that particular county.

It is this geographically oriented information that tells the industrial marketer (1) where his prospects are located and (2), because *Survey* data shows a county's percentage of total U.S. shipments for each 4-digit industry listed, the county's relative importance in a given industry. The marketer can also gain valuable insights into a county's industrial mix by noting the individual SICs listed under that county name.

It should be mentioned that SIC data, despite their usefulness, have certain limitations. First, because the total output of a multiproduct establishment must be assigned to a single 4-digit industry (an unavoidable consequence of this type of system), the shipments total for that industry will be somewhat overstated. Conversely, the totals of the establishment's secondary products or services will be understated.

Nondisclosure rule

The second and more serious limitation—and at the same time the *Survey's* biggest plus—is the nondisclosure rule that bars the Census Bureau from publishing data that may disclose the operations of an individual employer. In other words, a large establishment that dominates a county's statistical listing cannot—by law—be listed, since the data for the county would constitute a virtual profile of this company's business operations. Because the largest establishments in a county are often affected by this rule, their shipments/receipts totals would be excluded from the Census Bureau's industry totals, leading to an understatement at the local level.

Trinet, the data information company from whose data bank the *Survey* statistics are drawn, does not face this same restriction and can include any such establishments in their totals.

For a more detailed listing of all industries, their codes, and their definitions, the *Standard Industrial Classification Manual* is available from the U.S. Government Printing Office (GPO), Washington, DC 20402; price: $15. The 1977 *Supplement*, which incorporates some minor revisions and additions, is also available from the GPO, at a cost of $2.

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Section A: 1985 U.S. Totals

U.S. establishment and shipments/receipts totals for 4-digit SIC industries

The U.S. establishment and shipments/receipts totals in this section cover all of the 4-digit SIC industries in the *Survey of Industrial & Commercial Buying Power* and provide insights into the total customer base (establishments) available to the sales force, as well as the potential market demand (shipments/receipts).

When used in conjunction with the state and county data in **Section B** (page 54), the totals shown here can be used to calculate the relative importance of individual counties that make up sales territories. For example, Calhoun County, MI, accounts for over 40% of the output of SIC 2043—cereal breakfast foods. Closer investigation reveals that this county is home to not only Kellogg but also General Foods and Ralston Purina. This type of data that can identify an area of high potential for a company marketing such products as wheat, flour, rice, and sugar, as well as companies that deal with packaging and containers, can prove to be highly valuable information in the mapping and staffing of territories, allocation of funds, etc.

Employment data, on the other hand, can be used to estimate employment at the county level by (1) calculating a shipments-per-employee value for a specific 4-digit SIC and (2) dividing that value into the county's total shipments/receipts figure in the 4-digit group in question.

A more in-depth explanation of the government's SIC coding system can be found on page 46. "SIC: The system explained."

1985 S&MM Est.

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
	MINING					
SIC 10	**Metals**					
1011	Iron-ore mining	46	28	11,848	1,649.6	93
1021	Copper-ore mining	48	34	22,072	1,791.6	97
SIC 12	**Bituminous coal & lignite**					
1211	Bituminous-coal & lignite mining	941	346	144,994	16,625.2	80
SIC 13	**Oil & gas**					
1311	Crude petroleum & natural gas	2,275	71	70,414	42,936.8	21
1381	Oil- & gas-well drilling services	928	52	41,761	6,330.5	40
1382	Oil- & gas-field exploration services	748	29	29,990	1,605.0	21
SIC 14	**Nonmetallic minerals, except fuels**					
1422	Crushed- & broken-limestone quarrying	630	99	42,431	3,394.7	55
	CONSTRUCTION					
SIC 16	**Heavy-construction contractors**					
1611	Highway & street construction	1,872	431	168,748	18,711.8	70
1622	Bridge & tunnel construction	387	112	51,144	5,310.6	77
1623	Pipe- & utility-line construction	1,078	166	82,331	6,888.0	60
1629	Heavy construction n.e.c.	1,225	296	221,641	22,492.3	80
	MANUFACTURING					
SIC 20	**Food**					
2011	Meat-packing plants	873	311	128,960	50,125.2	82
2013	Sausages & other prepared meats	713	200	76,237	12,064.7	73
2016	Poultry-dressing plants	281	202	81,121	9,251.8	95
2017	Poultry & egg processing	232	125	41,672	1,405.2	87
2021	Creamery butter	86	15	5,583	1,291.0	49
2022	Natural & processed cheese	321	86	28,507	10,151.2	65
2023	Condensed & evaporated milk	161	43	14,622	5,276.3	64
2024	ice cream & frozen desserts	322	84	27,919	3,163.8	64
2026	Fluid milk	830	320	84,389	18,927.4	72
2032	Canned food specialties	91	45	27,118	3,968.7	92
2033	Canned fruits & vegetables	581	310	111,844	10,039.2	89
2034	Dehydrated fruits, vegetables, & soups	101	50	17,715	1,644.4	87
2035	Pickles, sauces, & salad dressings	201	82	25,103	4,169.4	79
2037	Frozen fruits & vegetables	242	142	53,385	5,601.9	92
2038	Frozen food specialties	154	74	33,336	4,655.4	86
2041	Flour & other grain-mill products	216	55	19,639	4,717.1	59
2043	Cereal breakfast foods	41	28	18,372	4,156.7	97
2044	Rice milling	41	14	4,739	2,045.7	57
2045	Blended & prepared flour	73	26	7,430	1,288.4	67
2046	Wet corn milling	53	30	13,523	3,757.7	91
2047	Pet food	148	50	16,787	5,538.8	81
2048	Prepared feeds n.e.c.	925	86	48,374	9,223.6	34
2051	Bread, cake, & related products	1,235	543	172,379	14,791.3	83
2052	Cookies & crackers	188	89	40,635	4,291.3	88
2061	Raw cane sugar	54	37	15,262	1,782.7	95
2062	Cane-sugar refining	32	20	11,236	3,047.8	95
2063	Beet sugar	44	37	9,970	1,516.2	96
2065	Confectionery products	432	148	57,657	8,470.6	82
2066	Chocolate & cocoa products	62	27	12,412	2,978.8	88
2067	Chewing gum	16	11	5,213	863.4	94
2074	Cottonseed-oil mills	58	17	4,995	719.9	58
2075	Soybean-oil mills	72	34	8,678	7,097.1	70
2076	Vegetable-oil mills n.e.c.	25	8	1,990	560.4	58
2077	Animal & marine fats & oils	175	28	10,249	1,315.7	39
2079	Shortening & cooking oils n.e.c.	78	44	13,138	4,508.0	88
2082	Malt beverages	69	54	38,314	11,700.7	98
2083	Malt	27	6	1,737	801.4	49
2084	Wines, brandy, & brandy spirits	125	34	12,343	2,805.7	70
2085	Distilled liquor, except brandy	92	40	17,996	4,741.3	88
2086	Bottled & canned soft drinks	1,408	370	119,833	17,807.7	62
2087	Flavoring extracts & syrups n.e.c.	180	31	12,855	4,006.5	50

DEFINITIONS: **SIC:** 4-digit classification used by federal government (see page 46). **Industry:** Classification by an establishment's primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Employment:** Number of persons employed in establishments with 20 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2091	Canned & cured seafoods	133	55	15,305	2,692.3	75
2092	Fresh or frozen packaged seafoods	327	78	28,957	3,157.9	59
2095	Roasted coffee	115	39	14,320	6,112.5	77
2097	Manufactured ice	107	9	5,046	98.6	29
2098	Macaroni & spaghetti	62	33	7,083	969.3	84
2099	Food preparations n.e.c.	711	231	75,010	10,677.7	72

SIC 21 Tobacco

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2111	Cigarettes	10	10	41,214	13,514.8	100
2121	Cigars	47	26	8,003	461.3	89
2131	Chewing & smoking tobacco & snuff	22	14	4,117	916.0	88
2141	Tobacco stemming & redrying	60	38	11,788	3,204.4	90

SIC 22 Textile-mill products

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2211	Cotton-weaving mills	340	245	141,501	5,335.8	97
2221	Synthetics- & silk-weaving mills	313	184	78,474	7,732.0	91
2231	Wool-fabric weaving & finishing mills	166	88	34,368	922.4	87
2241	Narrow-fabric mills	258	95	27,230	862.5	70
2251	Women's full- & knee-length hosiery	132	77	30,768	1,425.7	91
2252	Hosiery n.e.c.	237	109	32,339	1,411.4	80
2253	Knit-outerwear mills	431	191	63,178	3.105.1	82
2254	Knit-underwear mills	71	54	27,338	968.4	97
2257	Circular-knit fabric mills	121	48	14,785	3,015.2	77
2258	Warp-knit fabric mills	85	43	14,243	1,663.0	81
2259	Knitting mills n.e.c.	44	13	5,108	109.0	78
2261	Cotton-finishing plants	202	99	42,977	988.2	88
2262	Synthetics- & silk-finishing plants	102	55	21,366	2,327.7	86
2269	Textile-finishing plants n.e.c.	126	53	15,355	753.2	80
2271	Woven carpets & rugs	36	12	6,328	195.7	79
2272	Tufted carpets & rugs	158	103	37,887	6,416.0	92
2279	Carpets & rugs n.e.c.	31	9	2,283	91.9	63
2281	Yarn-spinning mills, except wool	342	259	78,818	4,463.3	94
2282	Throwing & winding mills, except wool	81	52	16,188	1,945.4	91
2283	Wool-yarn mills	76	45	15,032	349.1	87
2284	Thread mills	51	32	10,187	671.9	91
2291	Felt goods, except woven felts & hats	60	26	7,368	250.8	79
2292	Lace goods	54	16	6,725	69.9	75
2293	Paddings & upholstery filling	70	18	5,597	283.5	53
2294	Processed textile waste	101	20	8,739	340.5	69
2295	Coated fabrics, not rubberized	127	42	13,608	990.7	72
2296	Tire cord & fabric	24	18	11,059	868.2	96
2297	Nonwoven fabrics	32	17	5,859	1,180.5	88
2298	Cordage & twine	92	34	11,144	361.2	78
2299	Textile goods n.e.c.	106	34	12,091	333.5	76

SIC 23 Apparel

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2311	Men's & boys' suits & coats	345	207	73,149	3,530.2	91
2321	Men's & boys' shirts & nightwear	512	356	101,174	4,045.8	93
2322	Men's & boys' underwear	55	45	16,797	404.1	97
2323	Men's & boys' neckwear	97	25	7,638	304.9	60
2327	Men's & boys' separate trousers	335	267	78,817	2,272.3	95
2328	Men's & boys' work clothing	382	273	81,032	4,863.1	93
2329	Men's & boys' clothing n.e.c.	430	217	60,105	1,482.7	83
2331	Women's & misses' blouses	488	198	52,912	3,099.7	73
2335	Women's & misses' dresses	902	292	89,128	4,200.4	66
2337	Women's & misses' suits & coats	428	130	39,799	3,839.9	61
2339	Women's & misses' outerwear n.e.c.	770	324	92,966	4,725.3	76
2341	Women's & children's underwear	424	261	76,619	2,609.7	89
2342	Brassieres, girdles, & allied garments	115	69	20,039	754.4	90
2351	Millinery	31	6	2,351	64.7	55
2352	Hats & caps, except millinery	147	55	14,173	545.9	68
2361	Girls' & children's dresses & blouses	231	100	26,030	1,138.2	75
2363	Girls' & children's coats & suits	53	22	5,594	148.1	71
2369	Girls' & children's outerwear n.e.c.	219	98	30,312	840.7	80
2371	Fur goods	84	5	3,693	238.6	19
2381	Fabric dress & work gloves	114	48	13,686	260.9	74
2384	Robes & dressing gowns	75	34	8,451	374.5	76
2385	Waterproof outer garments	87	33	9,981	386.4	75
2386	Leather- & sheep-lined clothing	46	16	3,900	179.0	63
2387	Apparel belts	91	27	7,547	509.6	62
2389	Apparel & accessories n.e.c.	101	23	8,330	337.5	60
2391	Curtains & draperies	298	70	26,468	906.2	58
2392	House furnishings n.e.c.	310	102	29,572	2,729.9	67
2393	Textile bags	123	39	10,616	397.8	64
2394	Canvas & related products	241	36	13,988	500.1	43
2395	Pleating, stitching, & tucking	131	23	8,449	713.3	45
2396	Automotive & apparel trimmings	159	41	24,729	1,752.9	73
2397	Schiffli-machine embroideries	37	4	2,322	175.2	41
2399	Fabricated textile products n.e.c.	302	80	27,541	1,201.2	65

SIC 24 Lumber & wood products

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2411	Logging camps & contracters	353	34	20,556	5,878.8	39
2421	General sawmills & planing mills	1,686	383	135,959	12,834.0	59

1985 S&MM Est.

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2426	Hardwood dimension & flooring	359	79	28,616	1,061.6	55
2429	Special-product sawmills n.e.c.	61	4	3,218	208.7	30
2431	Millwork	1,091	216	86,644	5,424.6	59
2434	Wood kitchen cabinets	392	93	33,769	2,095.9	64
2435	Hardwood veneer & plywood	258	109	30,375	1,863.3	78
2436	Softwood veneer & plywood	193	125	35,456	4,635.0	91
2439	Structural wood members n.e.c.	322	59	22,537	919.2	54
2441	Nailed & lock-corner wood boxes	151	30	9,654	250.2	41
2448	Wood pallets & skids	317	33	15,753	857.2	29
2449	Wood containers n.e.c.	106	40	10,709	367.1	72
2451	Mobile homes	372	204	44,945	5,898.1	78
2452	Prefabricated wood buildings	283	73	22,308	2,083.2	61
2491	Wood preserving	219	31	13,074	1,390.1	38
2492	Particleboard	67	41	16,408	629.4	91
2499	Wood products n.e.c.	844	201	71,873	3,566.5	63

SIC 25 Furniture

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2511	Wood household furniture	795	338	125,976	6,328.3	83
2512	Upholstered wood household furniture	693	270	88,251	4,968.7	77
2514	Metal household furniture	225	107	30,045	1,997.2	84
2515	Mattresses & bedsprings	363	77	28,857	2,561.8	58
2517	Wood TV & radio cabinets	26	14	8,419	385.4	92
2519	Household furniture n.e.c.	74	20	8,329	590.4	71
2521	Wood office furniture	142	50	19,414	1,594.2	83
2522	Metal office furniture	163	79	31,908	3,541.9	86
2531	Public-building & related furniture	245	82	26,363	1,660.0	75
2541	Wood partitions & fixtures	348	69	24,872	2,101.5	54
2542	Metal partitions & fixtures	278	81	25,824	2,357.4	65
2591	Drapery hardware & blinds & shades	137	37	14,849	1,299.4	70
2599	Furniture & fixtures n.e.c.	169	38	12,915	1,435.1	64

SIC 26 Paper

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2611	Pulp mills	57	37	23,338	3,531.2	96
2621	Paper mills, except building paper	341	246	138,094	20,348.8	96
2631	Paperboard mills	201	133	56,955	10,937.7	93
2641	Paper coating & glazing	312	112	43,029	6,028.0	78
2642	Envelopes	219	106	26,681	1,861.1	78
2643	Bags, except textile bags	363	158	49,958	6,218.5	80
2645	Die-cut paper & board	181	40	12,912	1,486.7	55
2646	Pressed & molded pulp goods	29	10	3,961	358.7	77
2647	Sanitary paper products	94	56	27,885	9,532.4	92
2648	Stationery products	80	40	10,916	965.9	80
2649	Converted paper products n.e c.	412	128	44,859	2,830.8	69
2651	Folding paperboard boxes	442	185	48,322	3,758.0	74
2652	Set-up paperboard boxes	178	46	15,386	542.0	62
2653	Corrugated & solid fiber boxes	1,062	490	104,073	11,168.0	75
2654	Sanitary food containers	111	68	25,458	2,335.2	91
2655	Fiber cans, drums, & similar products	201	51	17,040	1,637.7	62
2661	Building-paper & building-board mills	89	44	13,985	935.7	84

SIC 27 Printing & publishing

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2711	Newspapers	2,375	677	312,624	25,980.1	79
2721	Periodicals	782	178	80,296	12,684.4	71
2731	Book publishing	493	192	77,618	9,109.8	84
2732	Book printing	151	68	36,094	3,092.9	89
2741	Miscellaneous publishing	432	120	44,797	3,344.3	68
2751	Letterpress commercial printing	2,512	450	194,770	5,971.0	61
2752	Lithographic commercial printing	1,813	359	132,552	16,955.8	56
2753	Engraving & plate printing	175	34	12,302	398.7	55
2754	Gravure commercial printing	51	26	8,706	2,756.5	90
2761	Manifold business forms	411	155	45,581	7,072.1	76
2771	Greeting-card publishing	70	32	19,918	2,492.4	91
2782	Blankbooks & looseleaf binders	230	104	26,783	2,453.7	80
2789	Bookbinding & related work	256	63	20,747	929.8	61
2791	Typesetting	295	38	16,874	1,033.9	40
2793	Photoengraving	138	30	9,171	273.6	51
2794	Electrotyping & stereotyping	13	2	713	16.2	36
2795	Lithographic platemaking services	72	5	3,342	1,240.7	18

SIC 28 Chemicals

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2812	Alkalies & chlorine	65	37	17,398	1,669.6	92
2813	Industrial gases	293	37	17,246	1,694.3	40
2816	Inorganic pigments	91	33	11,404	1,780.0	77
2819	Industrial inorganic chemicals n.e.c.	580	231	112,802	12,777.7	84
2821	Plastics materials & synthetic resins	456	191	84,723	19,739.8	85
2822	Synthetic rubber	53	34	20,282	3,155.8	95
2823	Cellulosic man-made fibers	14	11	13,210	1,602.5	99
2824	Noncellulosic synthetic organic fibers	56	41	60,237	9,637.8	98
2831	Biological products	97	31	11,828	1,702.2	76
2833	Medicinals & botanicals	114	34	15,156	3,325.8	76
2834	Pharmaceutical preparations	477	246	142,074	21,802.0	93
2841	Soap & other detergents	260	69	33,266	10,281.6	79
2842	Polishes & sanitation goods	458	100	36,018	5,096.5	63

1985 S&MM Est.

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2843	Surface-active agents	67	17	5,144	1,758.7	51
2844	Toilet preparations	272	123	57,108	10,189.1	90
2851	Paints & allied products	821	212	68,265	9,247.5	63
2861	Gum & wood chemicals	72	21	7,505	653.0	69
2865	Cyclic crudes & intermediates	180	83	27,149	8,889.6	85
2869	Industrial organic chemicals n.e.c.	512	207	101,347	38,075.9	85
2873	Nitrogenous fertilizers	175	48	17,095	4,903.8	68
2874	Phosphatic fertilizers	84	34	17,876	4,976.0	88
2875	Fertilizers - mixing only	252	24	12,558	2,573.7	31
2879	Agricultural chemicals n.e.c.	161	24	9,664	6,218.0	45
2891	Adhesives & sealants	295	68	25,777	2,660.0	65
2892	Explosives	65	28	12,747	862.9	81
2893	Printing ink	189	37	12,158	1,409.7	54
2895	Carbon black	26	9	3,913	1,386.8	90
2899	Chemical preparations n.e.c.	678	165	54,418	6,419.3	60

SIC 29 Petroleum refining & coal products

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
2911	Petroleum refining	321	166	85,714	172,494.0	91
2951	Paving mixtures & blocks	582	126	44,048	1,115.3	55
2952	Asphalt felts & coatings	188	69	17,725	3,482.5	68
2992	Lubricating oils & greases	246	41	15,941	2,093.0	45
2999	Petroleum & coal products n.e.c.	39	9	2,510	699.3	56

SIC 30 Rubber & miscellaneous plastics

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3011	Tires & inner tubes	132	77	76,794	8,909.8	96
3021	Rubber & plastic footwear	35	26	12,447	698.8	97
3031	Reclaimed rubber	15	5	1,398	60.1	77
3041	Rubber & plastic hose & belting	157	77	28,452	2,152.8	87
3069	Fabricated rubber products n.e.c.	864	330	114,512	5,909.7	80
3079	Miscellaneous plastics products	4,616	1,442	454,836	30,398.9	69

SIC 31 Leather

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3111	Leather tanning & finishing	208	72	21,851	1,554.3	71
3131	Boot & shoe cut stock & findings	114	37	10,595	411.5	66
3142	House slippers	45	26	8,187	335.7	91
3143	Men's nonathletic footwear	157	125	50,944	2,452.8	97
3144	Women's nonathletic footwear	153	122	39,017	2,066.8	97
3149	Nonrubber footwear n.e.c.	172	115	38,210	927.8	94
3151	Leather gloves & mittens	55	15	4,609	143.1	61
3161	Luggage	118	46	14,914	709.4	80
3171	Women's handbags & purses	124	47	14,915	451.2	78
3172	Personal leather goods n.e.c.	101	31	10,144	277.4	64
3199	Leather goods n.e.c.	141	28	9,702	267.8	56

SIC 32 Stone, clay, glass & concrete

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3211	Flat glass	89	41	21,079	2,174.3	92
3221	Glass containers	124	109	53,719	3,759.6	98
3229	Pressed & blown glass n.e.c.	197	102	56,155	3,772.1	92
3231	Products of purchased glass	363	107	32,749	3,056.4	67
3241	Hydraulic cement	174	123	27,462	4,553.9	89
3251	Brick & structural clay tile	242	60	19,048	884.4	50
3253	Ceramic wall & floor tile	61	30	8,166	448.3	83
3255	Clay refractories	99	30	9,723	862.2	61
3259	Structural clay products n.e.c.	57	22	5,447	145.0	68
3261	Vitreous plumbing fixtures	41	30	8,979	612.3	95
3262	Vitreous china food utensils	20	14	7,968	324.7	97
3263	Fine-earthenware food utensils	11	7	2,398	123.2	86
3264	Porcelain electrical supplies	71	38	12,526	601.8	88
3269	Pottery products n.e.c.	114	31	11,586	337.9	70
3271	Concrete block & brick	587	56	28,374	1,014.5	32
3272	Concrete products n.e.c.	1,041	188	68,956	3,413.7	52
3273	Ready-mixed concrete	1,429	164	79,201	7,030.1	40
3274	Lime	191	38	14,491	780.7	55
3275	Gypsum products	93	56	11,202	1,565.5	82
3281	Cut stone & stone products	326	50	20,056	390.6	50
3291	Abrasive products	193	47	20,764	3,105.2	68
3292	Asbestos products	111	52	16,114	873.0	83
3293	Gaskets, packing, & sealing devices	233	76	31,224	1,866.4	78
3295	Ground or treated minerals & earths	508	75	31,202	1,395.0	51
3296	Mineral wool	103	52	22,241	2,846.1	90
3297	Nonclay refractories	79	40	11,374	1,114.8	83
3299	Nonmetallic mineral products n.e.c.	77	20	6,665	449.6	64

DEFINITIONS: **SIC:** 4-digit classification used by the federal government (see page 46). **Industry:** Classification by an establishment's primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Employment:** Number of persons employed in establishments with 20 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **N.E.C.:** Not Elsewhere Classified.

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SIC 33 Primary metal

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3312	Blast furnaces & steel mills	346	208	250,395	30,766.2	97
3313	Electrometallurgical products	38	17	6,014	794.8	77
3315	Steel wire & related products	162	60	24,813	2,054.6	79
3316	Cold-rolled steel sheet, strip, & bars	211	86	47,327	2,230.8	87
3317	Steel pipe & tubes	215	110	55,299	3,132.2	90
3321	Gray-iron foundries	662	290	105,045	8,982.3	82
3322	Malleable-iron foundries	63	36	15,821	472.6	91
3324	Steel-investment foundries	63	24	9,311	1,054.9	84
3325	Steel foundries n.e.c.	299	155	54,417	3,317.1	87
3331	Primary copper	38	22	16,891	4,215.2	92
3332	Primary lead	21	10	3,773	703.2	85
3333	Primary zinc	18	11	3,640	406.6	91
3334	Primary aluminum	54	33	31,329	6,514.6	94
3339	Primary nonferrous metals n.e.c.	100	28	9,810	2,015.2	70
3341	Secondary nonferrous metals	261	74	23,206	4,832.4	62
3351	Copper rolling & drawing	106	68	24,879	4,368.1	91
3353	Aluminum sheet, plate, & foil	59	39	32,237	5,815.1	96
3354	Aluminum extruded products	154	86	23,972	2,882.6	86
3355	Aluminum rolling & drawing n.e.c.	63	30	9,657	1,574.9	64
3356	Nonferrous rolling & drawing n.e.c.	141	50	23,967	3,622.3	81
3357	Nonferrous-wire drawing & insulating	289	171	56,678	8,505.2	90
3361	Aluminum foundries	465	149	45,793	3,189.5	70
3362	Brass, bronze, & copper foundries	257	60	18,698	710.2	58
3369	Nonferrous foundries n.e.c.	281	97	36,175	967.3	77
3398	Metal heat treating	260	27	13,344	1,081.6	31
3399	Primary metal products n.e.c.	213	51	18,407	1,549.7	64

SIC 34 Fabricated metal

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3411	Metal cans	302	189	56,854	9,192.8	90
3412	Metal shipping barrels, drums, & pails	165	39	12,786	1,214.3	58
3421	Cutlery	73	35	13,197	930.8	89
3423	Hand & edge tools n.e.c.	347	120	42,830	3,118.5	77
3425	Hand saws & saw blades	83	32	9,242	620.9	80
3429	Hardware n.e.c.	569	205	82,524	6,380.4	79
3431	Metal sanitary ware	79	32	11,617	618.1	82
3432	Plumbing fittings & brass goods	148	83	23,105	1,514.5	87
3433	Heating equipment, except electric	375	132	43,862	1,952.7	76
3441	Fabricated structural metal	1,557	347	119,635	9,677.0	58
3442	Metal doors, sash, & trim	890	259	81,357	4,994.8	67
3443	Fabricated plate work (boiler shops)	1,120	331	117,446	10,172.2	70
3444	Sheet-metal work	1,805	329	118,844	6,738.4	50
3446	Architectural & ornamental metal work	266	43	18,107	1,143.6	46
3448	Prefabricated metal buildings	258	97	30,364	2,766.5	75
3449	Miscellaneous metal work	358	70	24,469	2,387.8	52
3451	Screw-machine products	853	107	47,531	2,269.9	38
3452	Bolts, nuts, rivets, & washers	519	178	60,402	4,242.2	72
3462	Iron & steel forgings	381	139	55,020	3,985.2	80
3463	Nonferrous forgings	44	23	9,061	1,127.7	89
3465	Automotive stampings	187	97	86,322	8,261.0	95
3466	Crowns & closures	46	31	9,203	771.5	90
3469	Metal stampings n.e.c.	1,273	323	110,676	7,192.8	63
3471	Plating & polishing	1,024	142	60,967	2,223.9	43
3479	Metal coating & allied services n.e.c.	549	92	38,948	2,536.8	55
3482	Small-arms ammunition	35	14	12,400	646.0	90
3483	Ammunition, except small-arms, n.e.c.	79	38	33,518	1,304.0	94
3484	Small arms	42	23	16,875	1,122.3	93
3489	Ordnance & accessories n.e.c.	92	28	16,735	1,496.0	83
3493	Steel springs, except wire	116	32	10,952	452.6	65
3494	Valves & pipe fittings	704	296	101,806	9,552.2	83
3495	Wire springs	171	46	15,351	1,101.3	67
3496	Miscellaneous fabricated wire products	667	179	60,619	1,978.4	66
3497	Metal foil & leaf	33	12	3,572	1,097.2	67
3498	Fabricated pipe & fittings	334	84	27,309	2,832.1	56
3499	Fabricated metal products n.e.c.	942	213	80,415	4,597.8	61

SIC 35 Nonelectrical machinery

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3511	Turbines & turbine-generator set units	84	36	41,107	2,901.8	96
3519	Internal-combustion engines n.e.c.	148	68	79,091	9,322.3	95
3523	Farm machinery & equipment	737	210	106,274	9,514.1	81
3524	Lawn & garden equipment	108	52	25,457	1,383.7	91
3531	Construction machinery	480	216	125,265	13,259.7	91
3532	Mining machinery	235	88	35,354	2,052.1	81
3533	Oil-field machinery	391	141	52,901	9,637.3	78
3534	Elevators & moving stairways	132	41	14,342	730.4	75
3535	Conveyors & conveying equipment	402	114	37,034	2,162.9	64
3536	Hoists, industrial cranes, & monorails	160	55	21,454	1,020.4	76
3537	Industrial trucks & tractors	272	97	40,560	1,827.0	81
3541	Metal-cutting machine tools	647	172	69,291	4,498.7	72
3542	Metal-forming machine tools	242	64	25,342	1,221.7	70
3544	Special dies, tools, jigs, & fixtures	2,009	233	113,946	4,079.1	40
3545	Machine-tool accessories	647	164	58,531	3,426.6	67
3546	Power-driven hand tools	103	50	26,152	1,422.9	90

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SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3547	Rolling-mill machinery	40	20	7,669	524.2	87
3549	Metalworking machinery n.e.c.	208	68	19,579	1,235.3	71
3551	Food-products machinery	471	154	45,812	2,389.8	70
3552	Textile machinery	299	83	30,388	1,247.6	66
3553	Woodworking machinery	146	35	11,258	791.0	58
3554	Paper-industries machinery	151	52	19,192	1,349.0	77
3555	Printing-trades machinery	265	81	29,763	2,551.5	78
3559	Special-industry machinery n.e.c.	867	230	87,917	5,125.8	72
3561	Pumps & pumping equipment	480	190	66,551	5,398.5	80
3562	Ball & roller bearings	158	94	54,613	3,007.0	94
3563	Air & gas compressors	158	71	33,610	2,777.1	88
3564	Blowers & exhaust & ventilation fans	326	106	37,020	1,861.4	77
3565	Industrial patterns	128	12	5,880	213.8	25
3566	Speed changers, drives, & gears	157	62	24,087	1,419.4	81
3567	Industrial-process furnaces & ovens	232	70	23,394	927.2	68
3568	Power-transmission equipment n.e.c.	260	103	34,339	1,822.8	76
3569	General industrial machinery n.e.c.	691	200	69,761	3,766.4	71
3573	Electronic computing equipment	1,149	592	372,737	51,917.5	93
3574	Calculating & accounting machines	56	26	15,754	1,513.0	88
3576	Scales & balances, except laboratory	77	30	8,436	570.7	76
3579	Office machines n.e.c.	188	82	50,891	5,980.1	92
3581	Automatic merchandising machines	57	28	9,628	539.4	84
3582	Commercial laundry equipment	63	18	6,480	315.8	68
3585	Refrigeration & heating equipment	522	249	117,146	13,232.6	89
3586	Measuring & dispensing pumps	31	16	8,403	389.9	90
3589	Service-industry machinery n.e.c.	354	111	35,635	2,400.2	69
3592	Carburetors, pistons, rings, & valves	91	49	27,698	2,121.6	91
3599	Machinery, except electrical, n.e.c.	2,813	343	159,232	10,097.0	42

SIC 36 Electric & electronic equipment

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3612	Transformers	272	125	53,264	3,171.2	87
3613	Switchgear & switchboard apparatus	364	167	67,878	4,715.0	87
3621	Motors & generators	418	239	101,928	6,102.6	91
3622	Industrial controls	455	166	71,707	5,294.3	85
3623	Electric welding apparatus	135	47	19,417	1,782.5	82
3624	Carbon & graphite products	60	34	15,319	1,335.1	93
3629	Electrical industrial apparatus n.e.c.	173	52	17,462	1,237.9	67
3631	Household cooking equipment	64	47	26,775	3,156.4	97
3632	Household refrigerators & freezers	35	22	21,218	3,253.7	98
3633	Household laundry equipment	19	12	16,637	2,414.5	98
3634	Electric housewares & fans	185	106	42,276	3,704.6	91
3635	Household vacuum cleaners	30	15	8,966	835.0	91
3636	Sewing machines	45	15	5,481	366.4	79
3639	Household appliances n.e.c.	52	29	14,652	1,966.1	94
3641	Electric lamps	100	56	25,886	2,570.3	93
3643	Current-carrying wiring devices	362	173	62,023	3,124.4	85
3644	Non-current-carrying wiring devices	112	55	17,839	2,779.3	84
3645	Residential electric lighting fixtures	211	75	21,828	1,297.2	72
3646	Commercial electric lighting fixtures	113	49	16,180	1,927.8	83
3647	Vehicular lighting equipment	37	20	8,198	894.7	88
3648	Lighting equipment n.e.c.	164	63	19,608	1,332.0	75
3651	Radio & TV receiving sets	274	134	67,241	7,265.7	91
3652	Phonograph records & pre-recorded tape	109	33	15,088	2,647.0	85
3661	Telephone & telegraph apparatus	230	136	128,074	16,535.5	96
3662	Radio & TV communication equipment	1,156	532	328,164	36,406.6	91
3671	Electron tubes	78	43	28,843	2,334.3	94
3674	Semiconductors & related devices	382	204	151,751	16,214.8	95
3675	Electronic capacitors	86	53	22,574	1,664.5	91
3676	Electronic resistors	57	28	13,851	878.1	88
3677	Electronic coils & transformers	195	84	21,647	1,106.6	75
3678	Electronic connectors	112	54	23,700	2,802.6	87
3679	Electronic components n.e.c.	1,684	717	284,293	16,570.4	85
3691	Storage batteries	132	89	29,736	2,636.3	92
3692	Dry & wet primary batteries	44	30	9,920	1,114.9	92
3693	X-ray apparatus & tubes	124	55	28,459	3,998.7	90
3694	Engine electrical equipment	213	97	72,325	3,927.8	92
3699	Electrical equipment & supplies n.e.c.	205	66	20,024	1,270.8	69

SIC 37 Transportation equipment

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3711	Motor vehicles & passenger-car bodies	166	106	265,253	84,959.8	98
3713	Truck & bus bodies	404	116	102,008	2,809.7	87
3714	Motor-vehicle parts & accessories	1,192	607	346,808	47,240.1	90
3715	Truck trailers	198	72	25,785	3,219.9	80
3721	Aircraft	112	65	175,354	28,833.7	99
3724	Aircraft engines & engine parts	171	84	112,318	11,795.4	95
3728	Aircraft equipment n.e.c.	607	253	134,747	9,413.6	87
3731	Ship building & repairing	323	179	149,803	10,598.9	95
3732	Boat building & repairing	414	110	38,108	2,210.7	67
3743	Railroad equipment	180	80	42,890	3,740.6	86
3751	Motorcycles, bicycles, & parts	67	24	14,150	1,520.9	87
3761	Guided missiles & space vehicles	65	40	90,082	13,276.0	99
3764	Space-propulsion units & parts	22	17	14,534	1,649.9	97
3769	Space-vehicle equipment n.e.c.	69	36	36,725	1,965.3	97
3792	Travel trailers & campers	205	96	25,563	1,445.8	81
3795	Tanks & tank components	32	8	6,202	1,751.0	88
3799	Transportation equipment n.e.c.	103	23	8,259	627.4	59

SIC 38 Instruments

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3811	Engineering & scientific instruments	525	196	73,805	3,186.1	81
3822	Environmental controls	194	85	41,930	1,789.9	87
3823	Industrial process-control instruments	352	121	59,948	3,350.8	81
3824	Fluid meters & counting devices	94	45	15,687	1,006.4	86
3825	Electricity-measuring instruments	382	179	76,875	6,893.7	88
3829	Measuring & controlling devices n.e.c.	332	114	35,769	1,994.8	73
3832	Optical instruments & lenses	281	82	37,109	3,365.4	76
3841	Surgical & medical instruments	351	167	66,278	4,726.2	90
3842	Surgical appliances & supplies	435	168	67,280	5,637.7	83
3843	Dental equipment & supplies	150	45	15,752	1,410.6	73
3851	Ophthalmic goods	258	81	31,486	1,238.3	78
3861	Photographic equipment & supplies	360	126	79,084	17,486.8	86
3873	Watches, clocks, & watchcases	109	54	23,982	1,327.6	90

SIC 39 Miscellaneous manufacturing

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
3911	Precious-metal jewelry	423	100	43,109	3,031.3	71
3914	Silverware & plated & stainless ware	72	22	11,224	593.3	82
3915	Jewelers' materials & lapidary work	114	23	9,642	691.6	60
3931	Musical instruments & parts	141	64	21,539	1,282.3	86
3942	Dolls & stuffed toy animals	75	26	7,479	462.0	72
3944	Games, toys, & children's vehicles	252	117	46,298	6,226.0	89
3949	Sporting & athletic goods n.e.c.	510	164	54,218	3,677.8	75
3951	Pens & mechanical pencils	91	35	14,105	1,134.7	83
3952	Lead pencils & art goods	67	28	8,883	334.7	82
3953	Marking devices	156	20	10,477	198.3	53
3955	Carbon paper & inked ribbons	65	17	4,992	536.2	58
3961	Costume jewelry	255	68	24,975	929.1	67
3962	Artificial flowers	75	15	4,912	221.7	47
3963	Buttons	53	12	3,275	99.6	49
3964	Needles, pins, & fasteners	119	48	14,690	774.0	78
3991	Brooms & brushes	178	50	15,149	812.7	63
3993	Signs & advertising displays	852	126	51,494	1,916.6	46
3995	Burial caskets	131	25	10,016	629.1	63
3996	Hard-surface floor coverings n.e.c.	16	10	8,545	754.5	97
3999	Manufactures n.e.c.	700	173	64,184	3,001.8	67

TRANSPORTATION AND PUBLIC UTILITIES

SIC 40 Railroads

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
4011	Line-haul-operating railroads	329	152	240,364	21,755.7	98

SIC 49 Electric, gas, & sanitary services

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
4911	Electric services	1,804	317	308,898	94,062.5	78
4912	Nuclear power	85	75	65,521	27,858.3	99
4922	Natural-gas transmission	711	51	42,553	34,210.9	50
4923	Gas transmission & distribution	312	38	32,349	23,444.2	81
4924	Natural-gas distribution	507	73	51,906	21,599.2	69
4931	Electric & other services combined	302	83	84,552	30,649.6	85

WHOLESALE TRADE

SIC 50 Wholesale trade in durable goods

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
5051	Metals service centers & sales offices	1,337	161	72,883	46,371.8	42
5063	Electrical-power-equipment wholesalers	1,654	117	74,093	30,270.9	35
5065	Electronic-parts wholesalers	668	91	38,533	17,186.6	50
5081	Commercial-equipment wholesalers	1,116	153	86,322	16,784.9	57
5084	Industrial-machinery distributors	2,687	148	110,808	32,486.0	26
5085	Industrial-supply distributors	2,880	108	102,454	29,655.0	22

FINANCE, INSURANCE, AND REAL ESTATE

SIC 60 Banking

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
6025	National banks, federal reserve system	3,995	756	645,520	120,978.1	83

SERVICES

SIC 70 Hotels & other lodging places

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
7011	Hotels, motels, & tourist courts	8,249	1,749	823,722	30,127.7	70

SIC 73 Business services

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
7372	Computer programming & software	959	297	150,316	11,987.5	79
7374	Data-processing services	1,073	220	91,950	10,102.9	52

SIC 80 Health

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
8062	General medical & surgical hospitals	6,182	4,742	3,119,399	157,324.5	97

SIC 82 Education

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
8221	Colleges & universities n.e.c.	1,526	798	489,918	22,612.5	94

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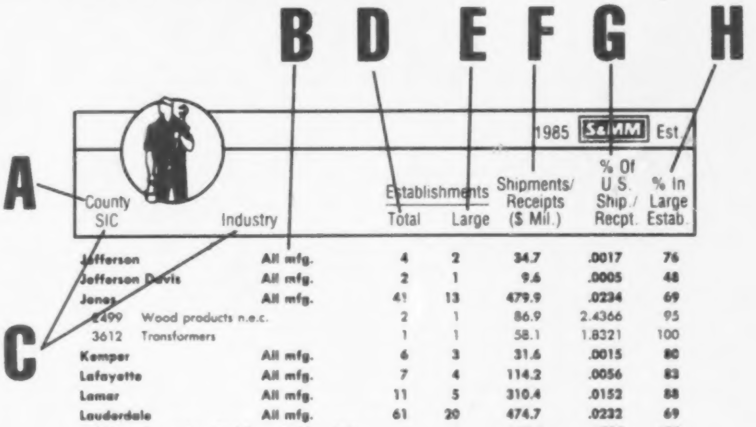
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1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Jefferson	**All mfg.**	**4**	**2**	**34.7**	**.0017**	**76**
Jefferson Davis	**All mfg.**	**2**	**1**	**9.6**	**.0005**	**48**
Jones	**All mfg.**	**41**	**13**	**479.9**	**.0234**	**69**
2499	Wood products n.e.c.	2	1	86.9	2.4366	95
3612	Transformers	1	1	58.1	1.8321	100
Kemper	**All mfg.**	**6**	**3**	**31.6**	**.0015**	**80**
Lafayette	**All mfg.**	**7**	**4**	**114.2**	**.0056**	**83**
Lamar	**All mfg.**	**11**	**5**	**310.4**	**.0152**	**88**
Lauderdale	**All mfg.**	**61**	**20**	**474.7**	**.0232**	**69**
8062	*General medical & surgical hospitals*	*6*	*6*	*160.5*	*.1020*	*100*

A. Counties with at least one establishment of 20 or more employees in any 4-digit manufacturing SIC or any of the *SICBP's* selected 4-digit nonmanufacturing SICs are listed alphabetically, by state. In each county, individual 4-digit SIC industries with an aggregate employment of 1,000 or more are listed below the corresponding county name. Industries are identified at the 4-digit level of the **Standard Industrial Classification (SIC)** system used by the federal government, since this is the level of detail most often used by marketers. For a more in-depth discussion of the SIC system, see the article that begins on page 46. CAUTION: The county "All mfg." totals *will* add up to the U.S. total, although the individual 4-digit SIC industry totals for counties *will not* add up to the U.S. totals shown in **Section A** (page 48), since an industry will not appear under a county if it has less than 1,000 employees.

B. The "All mfg." line that appears for each county listed refers to the overall total for all of the manufacturing establishments in that county with more than 20 employees. If there are no 4-digit industries employing 1,000 or more people in a particular county, the "All mfg." line will be the only data listed for that country.

C. The 4-digit SIC codes listed under a county name indicate that this industry has an aggregate employment of 1,000 or more in that county. The industry definitions for each 4-digit code are found to the right of the number. Nonmanufacturing entries are printed in italics. A more complete listing of all SIC coded industries and their titles is in the ***Standard Industrial Classification Manual*** (U.S. Government Printing Office, Washington, DC 20402; price: $15). It should be noted, however, that the *Survey* lists a few more 4-digit industries than the SJC manual, since we have retained certain industries that have been merged by the federal government into catchall groups.

D. The total number of establishments with 20 or more employees. For a detailed definition of what constitutes an establishment, see the SIC article on page 46. The *Survey* lists establishments with 20 or more employees because these locations typically account for 90%-95% of an industry's activity.

E. Large establishments are locations with 100 or more employees. Since they generally account for a greater share of a county's total activity, a separate total of such establishments is provided. They can most often be considered the key selling prospects in a county.

F. The total shipments/receipts figure is the dollar value of the goods produced or distributed, or the services provided. Shipments is the term commonly used in mining and manufacturing industries; receipts in all other industries. Figures are shown in millions of dollars.

G. The figure showing the percentage of U.S. shipments/receipts indicates a county's importance relative to others, either in the "All mfg." area or in separate SIC industries. The two ratios make it easier for marketers to pinpoint those counties that are most important to their product or service. It should be noted, however, that the "All mfg." percentage figures pertain to a county's share of total U.S. shipments/receipts, whereas the percentage figures for 4-digit SICs refer to the county's share of the U.S. total *in that particular industry only*. Thus, within a county, percentages for 4-digit manufacturing industries will not add up to the percentage total for "All mfg."

H. The portion of a county's business volume accounted for by large establishments (100 or more employees), suggests the necessary level of sales coverage. Normally, the higher the percentage, the fewer salespeople required.

Section B: 1985 State & County Totals

State and county totals for manufacturing and nonmanufacturing industries surveyed

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
ALABAMA						
Autauga	**All mfg.**	**9**	**4**	**112.7**	**.0055**	**91**
Baldwin	**All mfg.**	**34**	**13**	**349.1**	**.0170**	**77**
Barbour	**All mfg.**	**30**	**10**	**192.8**	**.0094**	**67**
Bibb	**All mfg.**	**12**	**6**	**97.7**	**.0048**	**66**
Blount	**All mfg.**	**6**	**4**	**50.8**	**.0025**	**78**
Bullock	**All mfg.**	**5**	**5**	**144.3**	**.0070**	**100**
Butler	**All mfg.**	**17**	**7**	**178.4**	**.0087**	**74**
Calhoun	**All mfg.**	**62**	**33**	**766.6**	**.0374**	**86**
2281	Yarn-spinning mills, except wool	3	3	64.4	1.4429	100
3494	Valves & pipe fittings	3	3	75.3	.7883	100
Chambers	**All mfg.**	**20**	**12**	**411.6**	**.0201**	**94**
2211	Cotton-weaving mills	7	7	207.6	3.8907	100
Cherokee	**All mfg.**	**4**	**3**	**25.3**	**.0012**	**92**
Chilton	**All mfg.**	**17**	**6**	**111.2**	**.0054**	**71**
Choctaw	**All mfg.**	**8**	**5**	**343.3**	**.0168**	**96**
Clarke	**All mfg.**	**20**	**8**	**269.8**	**.0132**	**71**
Clay	**All mfg.**	**10**	**7**	**112.3**	**.0055**	**95**
Cleburne	**All mfg.**	**8**	**5**	**103.9**	**.0051**	**95**
Coffee	**All mfg.**	**25**	**11**	**342.3**	**.0167**	**83**
Colbert	**All mfg.**	**43**	**13**	**1,107.8**	**.0541**	**92**
3334	Primary aluminum	1	1	232.1	3.5628	100
3353	Aluminum sheet, plate, & foil	1	1	319.9	5.5012	100
4911	*Electric services*	*2*	*2*	*153.4*	*.1631*	*100*
Conecuh	**All mfg.**	**7**	**3**	**58.9**	**.0029**	**62**
Coosa	**All mfg.**	**6**	**3**	**45.1**	**.0022**	**84**
Covington	**All mfg.**	**27**	**16**	**470.2**	**.0230**	**90**
2321	Men's & boys' shirts & nightwear	3	3	106.5	2.6324	100
Crenshaw	**All mfg.**	**7**	**2**	**78.6**	**.0038**	**78**
Cullman	**All mfg.**	**30**	**15**	**355.6**	**.0174**	**83**
Dale	**All mfg.**	**17**	**8**	**317.3**	**.0155**	**78**
3011	Tires & inner tubes	1	1	164.4	1.8452	100
Dallas	**All mfg.**	**31**	**19**	**551.1**	**.0269**	**88**
De Kalb	**All mfg.**	**47**	**25**	**327.0**	**.0160**	**85**
2252	Hosiery n.e.c.	17	6	59.6	4.2228	67
Elmore	**All mfg.**	**11**	**5**	**103.4**	**.0050**	**72**
Escambia	**All mfg.**	**22**	**9**	**396.7**	**.0194**	**83**
Etowah	**All mfg.**	**54**	**20**	**659.1**	**.0322**	**80**
3312	Blast furnaces & steel mills	1	1	212.9	.6920	100
8062	*General medical & surgical hospitals*	*3*	*2*	*56.8*	*.0361*	*93*
Fayette	**All mfg.**	**14**	**5**	**163.5**	**.0080**	**77**
Franklin	**All mfg.**	**21**	**12**	**198.3**	**.0097**	**68**
Geneva	**All mfg.**	**13**	**7**	**131.7**	**.0064**	**83**
2321	Men's & boys' shirts & nightwear	5	5	60.2	1.4880	100
Greene	**All mfg.**	**2**	**1**	**7.9**	**.0004**	**59**
Hale	**All mfg.**	**8**	**4**	**104.5**	**.0051**	**87**
Henry	**All mfg.**	**13**	**3**	**109.0**	**.0053**	**42**
Houston	**All mfg.**	**44**	**18**	**818.5**	**.0400**	**78**
3679	Electronic components n.e.c.	1	1	66.5	.4013	100
4912	*Nuclear power*	*1*	*1*	*28.7*	*.1030*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*49.6*	*.0315*	*100*
Jackson	**All mfg.**	**25**	**13**	**498.6**	**.0243**	**93**
4911	*Electric services*	*2*	*1*	*133.9*	*.1636*	*92*
Jefferson	**All mfg.**	**407**	**138**	**4,279.5**	**.2090**	**74**
1211	*Bituminous-coal & lignite mining*	*23*	*11*	*291.1*	*1.7510*	*79*
1611	*Highway & street construction*	*11*	*3*	*130.4*	*.6969*	*76*
1623	*Pipe- & utility-line construction*	*10*	*2*	*92.1*	*1.3371*	*66*
1629	*Heavy construction n.e.c.*	*14*	*4*	*477.2*	*2.1216*	*87*
2086	Bottled & canned soft drinks	4	4	148.0	.8311	100
2752	Lithographic commercial printing	17	6	186.7	1.1011	68
3312	Blast furnaces & steel mills	9	6	331.6	1.0778	95
3317	Steel pipe & tubes	7	4	72.6	2.3179	91
3321	Gray-iron foundries	11	7	191.2	2.1286	91
3443	Fabricated plate work (boiler shops)	18	6	173.6	1.7066	71
3494	Valves & pipe fittings	4	4	200.9	2.1032	100
3721	Aircraft	1	1	243.8	.8455	100
4011	*Line-haul-operating railroads*	*2*	*2*	*131.6*	*.6049*	*100*
4911	*Electric services*	*4*	*3*	*411.0*	*.4369*	*100*
4924	*Natural-gas distribution*	*3*	*3*	*587.2*	*2.7186*	*100*
5085	*Industrial-supply distributors*	*21*	*3*	*396.4*	*1.3367*	*54*
6025	*National banks, federal reserve system*	*3*	*2*	*394.2*	*.3258*	*99*
8062	*General medical & surgical hospitals*	*18*	*17*	*796.3*	*.5062*	*100*
Lamar	**All mfg.**	**14**	**10**	**104.1**	**.0051**	**88**
2327	Men's & boys' separate trousers	6	6	31.2	1.3731	100
Lauderdale	**All mfg.**	**30**	**15**	**722.9**	**.0353**	**94**
3011	Tires & inner tubes	1	1	434.4	4.8755	100
Lawrence	**All mfg.**	**14**	**5**	**237.1**	**.0116**	**89**
2621	Paper mills, except building paper	1	1	142.0	.6978	100
Lee	**All mfg.**	**37**	**14**	**664.2**	**.0324**	**84**
2211	Cotton-weaving mills	2	2	40.2	.7534	100
3011	Tires & inner tubes	1	1	126.9	1.4243	100
3652	Phonograph records & pre-recorded tape	1	1	154.6	5.8406	100
Limestone	**All mfg.**	**18**	**13**	**293.7**	**.0143**	**93**
4912	*Nuclear power*	*1*	*1*	*198.7*	*.7133*	*100*
Lowndes	**All mfg.**	**8**	**2**	**37.4**	**.0018**	**42**
Macon	**All mfg.**	**4**	**3**	**509.4**	**.0249**	**100**
8062	*General medical & surgical hospitals*	*3*	*2*	*77.9*	*.0495*	*96*
Madison	**All mfg.**	**126**	**47**	**2,891.1**	**.1412**	**90**
3011	Tires & inner tubes	1	1	146.3	1.6420	100
3573	Electronic computing equipment	4	2	347.6	.6695	95
3661	Telephone & telegraph apparatus	3	2	457.4	2.7662	99
3662	Radio & TV communication equipment	5	4	394.1	1.0825	100
3679	Electronic components n.e.c.	4	1	130.8	.7894	93
3728	Aircraft equipment n.e.c.	1	1	43.1	.4578	100
3764	Space propulsion units & parts	2	2	283.3	17.1707	100
7372	*Computer programming & software*	*6*	*4*	*218.2*	*1.8202*	*98*
8062	*General medical & surgical hospitals*	*3*	*3*	*110.5*	*.0702*	*100*
Marengo	**All mfg.**	**12**	**6**	**299.7**	**.0146**	**93**
2421	General sawmills & planing mills	4	3	116.9	.9109	98
Marion	**All mfg.**	**22**	**15**	**321.0**	**.0157**	**89**
Marshall	**All mfg.**	**60**	**26**	**1,114.8**	**.0544**	**69**
2016	Poultry-dressing plants	6	5	321.4	3.4739	97
2328	Men's & boys' work clothing	3	2	66.6	1.3695	97
Mobile	**All mfg.**	**159**	**53**	**2,559.1**	**.1250**	**77**
2621	Paper mills, except building paper	2	2	389.8	1.9156	100
2869	Industrial organic chemicals n.e.c.	5	3	548.7	1.4411	88
3731	Ship building & repairing	8	3	71.6	.6755	79
6025	*National banks, federal reserve system*	*4*	*3*	*170.5*	*.1409*	*94*
7011	*Hotels, motels, & tourist courts*	*17*	*3*	*91.8*	*.3047*	*79*
8062	*General medical & surgical hospitals*	*9*	*8*	*252.5*	*.1605*	*90*
Monroe	**All mfg.**	**12**	**7**	**275.3**	**.0134**	**87**
Montgomery	**All mfg.**	**113**	**43**	**1,312.0**	**.0641**	**78**
1629	*Heavy construction n.e.c.*	*8*	*2*	*83.5*	*.3712*	*69*
8062	*General medical & surgical hospitals*	*6*	*6*	*159.1*	*.1011*	*100*
Morgan	**All mfg.**	**63**	**23**	**1,774.4**	**.0866**	**88**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County		Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
SIC	Industry	Total	Large			
2821	Plastics materials & synthetic resins	1	1	427.5	2.1657	100
2824	Noncellulosic synthetic organic fibers	1	1	359.7	3.7322	100
4911	*Electric services*	*2*	*1*	*254.4*	*.2705*	*90*
4912	*Nuclear power*	*2*	*2*	*397.4*	*1.4265*	*100*
Perry	**All mfg.**	**5**	**2**	**38.6**	**.0019**	**29**
Pickens	**All mfg.**	**12**	**5**	**93.4**	**.0046**	**67**
Pike	**All mfg.**	**22**	**5**	**201.9**	**.0099**	**38**
Randolph	**All mfg.**	**12**	**8**	**165.3**	**.0081**	**94**
Russell	**All mfg.**	**19**	**6**	**184.4**	**.0090**	**69**
2211	Cotton-weaving mills	3	3	66.2	1.2407	100
St. Clair	**All mfg.**	**18**	**6**	**123.1**	**.0060**	**62**
Shelby	**All mfg.**	**52**	**11**	**313.0**	**.0153**	**58**
Sumter	**All mfg.**	**16**	**6**	**136.5**	**.0067**	**71**
Talladega	**All mfg.**	**48**	**19**	**924.0**	**.0451**	**86**
2281	Yarn-spinning mills, except wool	5	5	69.9	1.5661	100
2611	Pulp mills	1	1	429.5	12.1630	100
Tallapoosa	**All mfg.**	**25**	**14**	**378.4**	**.0185**	**79**
2211	Cotton-weaving mills	4	4	79.4	1.4881	100
Tuscaloosa	**All mfg.**	**58**	**17**	**1,082.9**	**.0529**	**83**
3011	Tires & inner tubes	1	1	221.6	2.4871	100
3321	Gray-iron foundries	1	1	114.8	1.2781	100
8062	*General medical & surgical hospitals*	*5*	*4*	*224.4*	*.1426*	*99*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*47.4*	*.2096*	*97*
Walker	**All mfg.**	**27**	**8**	**162.5**	**.0079**	**69**
1211	*Bituminous-coal & lignite mining*	*16*	*4*	*242.8*	*1.4604*	*68*
Washington	**All mfg.**	**8**	**5**	**585.7**	**.0286**	**97**
2869	Industrial organic chemicals n.e.c.	1	1	518.8	1.3625	100
Wilcox	**All mfg.**	**10**	**3**	**323.6**	**.0158**	**84**
2621	Paper mills, except building paper	1	1	260.3	1.2792	100
Winston	**All mfg.**	**30**	**14**	**230.8**	**.0113**	**72**
STATE TOTAL	**All mfg.**	**2,190**	**889**	**32,454.4**	**1.5847**	**82**

ALASKA

County SIC	Industry	Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Anchorage						
6025	*National banks, federal reserve system*	*2*	*2*	*184.9*	*.1528*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*69.0*	*.0439*	*100*
Fairbanks North Star	**All mfg.**	**1**	**1**	**307.0**	**.0150**	**100**
Kenai Peninsula	**All mfg.**	**2**	**2**	**199.0**	**.0097**	**100**
STATE TOTAL	**All mfg.**	**3**	**3**	**506.0**	**.0247**	**100**

ARIZONA

County SIC	Industry	Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Apache	**All mfg.**	**5**	**3**	**105.8**	**.0052**	**91**
Cochise	**All mfg.**	**15**	**6**	**108.0**	**.0053**	**78**
8062	*General medical & surgical hospitals*	*6*	*3*	*61.5*	*.0391*	*82*
Coconino	**All mfg.**	**17**	**6**	**451.1**	**.0220**	**91**
7011	*Hotels, motels, & tourist courts*	*15*	*4*	*44.0*	*.1460*	*68*
Gila	**All mfg.**	**8**	**4**	**534.8**	**.0261**	**95**
1021	*Copper-ore mining*	*4*	*3*	*140.6*	*7.8477*	*95*
3331	Primary copper	5	4	527.1	12.5047	96
Graham	**All mfg.**	**2**		**7.3**	**.0004**	**0**
Greenlee	**All mfg.**	**1**	**1**	**359.1**	**.0175**	**100**
3331	Primary copper	1	1	359.1	8.5192	100
La Paz	**All mfg.**	**2**		**1.6**	**.0001**	**0**
Maricopa	**All mfg.**	**675**	**169**	**10,791.0**	**.5269**	**83**
1611	*Highway & street construction*	*15*	*3*	*207.8*	*1.1105*	*75*
2711	Newspapers	10	3	155.0	.5966	83
2752	Lithographic commercial printing	20	5	172.3	1.0162	58
3069	Fabricated rubber products n.e.c.	4	1	56.8	.9611	93
3079	Miscellaneous plastics products	32	5	135.3	.4451	52
3357	Nonferrous-wire drawing & insulating	3	2	339.5	3.9917	99
3441	Fabricated structural metal	13	3	119.6	1.2359	78
3444	Sheet-metal work	16	3	61.2	.9082	49
3573	Electronic computing equipment	18	6	1,146.7	2.2087	95
3585	Refrigeration & heating equipment	5	4	135.9	1.0270	98
3599	Machinery, except electrical, n.e.c.	20	1	69.7	.6903	36
3662	Radio & TV communication equipment	10	4	839.2	2.3051	98
3674	Semiconductors & related devices	16	10	1,754.7	10.8216	98
3679	Electronic components n.e.c.	21	5	79.2	.4780	44
3713	Truck & bus bodies	2	1	47.2	1.6799	98
3724	Aircraft engines & engine parts	3	2	906.4	7.6844	100
3728	Aircraft equipment n.e.c.	16	9	539.2	5.7279	96
3851	Ophthalmic goods	4	1	70.3	5.6771	95
4911	*Electric services*	*2*	*1*	*607.1*	*.6454*	*98*
4931	*Electric & other services combined*	*1*	*1*	*811.2*	*2.6457*	*100*
6025	*National banks, federal reserve system*	*4*	*2*	*1,187.7*	*.9817*	*48*
7011	*Hotels, motels, & tourist courts*	*93*	*22*	*442.9*	*1.4701*	*78*
8062	*General medical & surgical hospitals*	*24*	*23*	*1,042.9*	*.6629*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*1*	*72.0*	*.3184*	*96*
Mohave	**All mfg.**	**14**	**5**	**270.6**	**.0132**	**73**
Navajo	**All mfg.**	**8**	**3**	**111.7**	**.0055**	**81**
1211	*Bituminous-coal & lignite mining*	*2*	*2*	*242.5*	*1.4586*	*100*
Pima	**All mfg.**	**140**	**28**	**2,040.9**	**.0997**	**80**
1021	*Copper-ore mining*	*9*	*9*	*446.0*	*24.8939*	*100*
3573	Electronic computing equipment	3	2	472.0	.9091	99
3674	Semiconductors & related devices	2	1	85.6	.5279	98
3679	Electronic components n.e.c.	10	3	82.2	.4961	80
3761	Guided missiles & space vehicles	1	1	654.7	4.9315	100
4911	*Electric services*	*4*	*2*	*427.0*	*.4540*	*94*
7011	*Hotels, motels, & tourist courts*	*36*	*12*	*129.7*	*.4305*	*71*
8062	*General medical & surgical hospitals*	*12*	*10*	*329.7*	*.2096*	*98*
Pinal	**All mfg.**	**20**	**9**	**546.1**	**.0267**	**93**
1021	*Copper-ore mining*	*3*	*3*	*103.8*	*5.7937*	*100*
3331	Primary copper	1	1	436.1	10.3459	100
Santa Cruz	**All mfg.**	**10**	**3**	**53.8**	**.0026**	**64**
Yavapai	**All mfg.**	**17**	**5**	**121.9**	**.0060**	**76**
8062	*General medical & surgical hospitals*	*3*	*3*	*49.4*	*.0314*	*100*
Yuma	**All mfg.**	**10**	**1**	**47.7**	**.0022**	**31**
STATE TOTAL	**All mfg.**	**944**	**243**	**15,551.4**	**.7594**	**83**

ARKANSAS

County SIC	Industry	Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Arkansas	**All mfg.**	**21**	**5**	**313.6**	**.0153**	**66**
2044	Rice milling	5	3	225.2	11.0085	76
Ashley	**All mfg.**	**21**	**9**	**418.5**	**.0204**	**84**
Baxter	**All mfg.**	**7**	**5**	**272.4**	**.0133**	**98**
2834	Pharmaceutical preparations	1	1	226.3	1.0380	100
Benton	**All mfg.**	**54**	**26**	**724.7**	**.0354**	**82**
2016	Poultry-dressing plants	3	2	128.8	1.3922	92
3621	Motors & generators	2	2	68.6	1.1241	100
Boone	**All mfg.**	**22**	**8**	**159.8**	**.0078**	**69**
Bradley	**All mfg.**	**7**	**5**	**104.1**	**.0051**	**94**
Calhoun	**All mfg.**	**2**		**3.0**	**.0001**	**0**
Carroll	**All mfg.**	**10**	**4**	**200.6**	**.0098**	**91**
Chicot	**All mfg.**	**6**	**4**	**34.0**	**.0017**	**82**
Clark	**All mfg.**	**10**	**4**	**138.9**	**.0068**	**85**
Clay	**All mfg.**	**12**	**7**	**102.1**	**.0050**	**73**
Cleburne	**All mfg.**	**8**	**2**	**70.4**	**.0034**	**73**
Cleveland	**All mfg.**	**2**		**22.5**	**.0011**	**0**
Columbia	**All mfg.**	**19**	**9**	**276.5**	**.0135**	**91**
Conway	**All mfg.**	**12**	**5**	**187.4**	**.0092**	**77**
Craighead	**All mfg.**	**33**	**20**	**426.5**	**.0208**	**91**
Crawford	**All mfg.**	**19**	**4**	**179.7**	**.0088**	**34**
Crittenden	**All mfg.**	**26**	**6**	**190.2**	**.0093**	**63**
Cross	**All mfg.**	**5**	**3**	**95.9**	**.0047**	**95**
Dallas	**All mfg.**	**13**	**6**	**160.1**	**.0078**	**83**
Desha	**All mfg.**	**8**	**6**	**97.7**	**.0048**	**96**
Drew	**All mfg.**	**11**	**5**	**151.9**	**.0074**	**81**
Faulkner	**All mfg.**	**22**	**12**	**435.1**	**.0212**	**92**
2531	Public-building & related furniture	1	1	93.0	5.6024	100
Franklin	**All mfg.**	**10**	**3**	**116.2**	**.0057**	**82**
Fulton	**All mfg.**	**1**	**1**	**11.5**	**.0006**	**100**
Garland	**All mfg.**	**33**	**9**	**594.1**	**.0290**	**80**
2421	General sawmills & planing mills	2	1	248.0	1.9324	97
3143	Men's nonathletic footwear	1	1	64.2	2.6174	100
Grant	**All mfg.**	**8**	**3**	**59.4**	**.0029**	**85**
Greene	**All mfg.**	**12**	**8**	**353.6**	**.0173**	**97**
3621	Motors & generators	1	1	82.6	1.3535	100
Hempstead	**All mfg.**	**14**	**5**	**128.9**	**.0063**	**72**
Hot Spring	**All mfg.**	**20**	**9**	**183.4**	**.0090**	**87**
3624	Carbon & graphite products	1	1	75.1	5.6250	100
Howard	**All mfg.**	**11**	**8**	**367.4**	**.0179**	**95**
2421	General sawmills & planing mills	1	1	144.7	1.1275	100
3546	Power-driven hand tools	1	1	76.1	5.3482	100
Independence	**All mfg.**	**23**	**11**	**376.6**	**.0184**	**91**
Izard	**All mfg.**	**7**	**3**	**32.6**	**.0016**	**78**
Jackson	**All mfg.**	**11**	**5**	**168.2**	**.0082**	**92**
Jefferson	**All mfg.**	**40**	**22**	**784.0**	**.0383**	**91**
2631	Paperboard mills	2	2	362.9	3.3179	100
Johnson	**All mfg.**	**14**	**4**	**110.4**	**.0054**	**60**
Lafayette	**All mfg.**	**5**	**3**	**59.1**	**.0029**	**74**
Lawrence	**All mfg.**	**11**	**5**	**139.9**	**.0068**	**86**
3546	Power-driven hand tools	1	1	69.1	4.8563	100
Lee	**All mfg.**	**3**	**2**	**34.8**	**.0017**	**79**
Lincoln	**All mfg.**	**4**	**1**	**20.3**	**.0010**	**73**
Little River	**All mfg.**	**6**	**5**	**298.7**	**.0146**	**99**
2611	Pulp mills	1	1	188.2	5.3296	100
Logan	**All mfg.**	**14**	**6**	**78.6**	**.0038**	**51**
Lonoke	**All mfg.**	**13**	**8**	**188.0**	**.0092**	**84**
3482	Small-arms ammunition	1	1	56.6	8.7616	100
Madison	**All mfg.**	**4**	**3**	**40.5**	**.0020**	**95**
Marion	**All mfg.**	**3**	**2**	**33.8**	**.0017**	**85**
Miller	**All mfg.**	**9**	**5**	**271.4**	**.0133**	**96**
3011	Tires & inner tubes	1	1	180.9	2.0303	100
Mississippi	**All mfg.**	**34**	**15**	**544.5**	**.0266**	**78**
2771	Greeting-card publishing	1	1	204.0	8.1849	100

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
ARKANSAS (cont.)						
Monroe	**All mfg.**	**4**	**2**	**8.7**	**.0004**	**52**
Montgomery	**All mfg.**	**2**	**1**	**16.0**	**.0008**	**93**
Nevada	**All mfg.**	**4**	**2**	**36.2**	**.0018**	**83**
Ouachita	**All mfg.**	**30**	**13**	**761.1**	**.0372**	**82**
3761	Guided missiles & space vehicles	1	1	286.5	2.1580	100
Perry	**All mfg.**	**3**	**1**	**26.0**	**.0013**	**31**
Phillips	**All mfg.**	**16**	**5**	**245.7**	**.0120**	**66**
Pike	**All mfg.**	**4**	**2**	**19.8**	**.0010**	**87**
Poinsett	**All mfg.**	**12**	**7**	**183.7**	**.0090**	**83**
Polk	**All mfg.**	**13**	**4**	**143.5**	**.0070**	**82**
Pope	**All mfg.**	**22**	**10**	**379.7**	**.0185**	**83**
2038	Frozen food specialties	1	1	161.0	3.4583	100
Prairie	**All mfg.**	**4**	**1**	**15.0**	**.0007**	**69**
Pulaski	**All mfg.**	**195**	**67**	**2,365.4**	**.1155**	**80**
2844	Toilet preparations	1	1	222.5	2.1837	100
3621	Motors & generators	2	2	52.7	.8636	100
3661	Telephone & telegraph apparatus	2	1	165.9	1.0033	95
3873	Watches, clocks, & watchcases	2	2	170.1	12.8126	100
4911	*Electric services*	*2*	*1*	*720.3*	*.7658*	*98*
6025	*National banks, federal reserve system*	*6*	*3*	*123.0*	*.1017*	*87*
7011	*Hotels, motels, & tourist courts*	*24*	*6*	*73.9*	*.2453*	*70*
8062	*General medical & surgical hospitals*	*12*	*12*	*419.1*	*.2664*	*100*
Randolph	**All mfg.**	**11**	**6**	**148.1**	**.0072**	**89**
St. Francis	**All mfg.**	**11**	**6**	**339.6**	**.0166**	**95**
3651	Radio & TV receiving sets	1	1	242.5	3.3376	100
Saline	**All mfg.**	**14**	**5**	**298.0**	**.0146**	**87**
2819	Industrial inorganic chemicals n.e.c.	3	1	220.3	1.7241	92
Scott	**All mfg.**	**5**	**2**	**23.1**	**.0011**	**69**
Searcy	**All mfg.**	**5**	**1**	**23.0**	**.0011**	**58**
Sebastian	**All mfg.**	**108**	**48**	**2,038.2**	**.0995**	**90**
2511	Wood household furniture	6	6	90.4	1.4285	100
2512	Upholstered wood household furniture	5	3	143.9	2.9556	96
3585	Refrigeration & heating equipment	3	3	263.2	1.9890	100
3632	Household refrigerators & freezers	1	1	430.7	13.2372	100
8062	*General medical & surgical hospitals*	*1*	*1*	*83.9*	*.0533*	*100*
Sevier	**All mfg.**	**3**	**2**	**118.7**	**.0058**	**99**
Sharp	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Stone	**All mfg.**	**3**	**1**	**25.1**	**.0013**	**59**
Union	**All mfg.**	**33**	**9**	**363.4**	**.0177**	**58**
Van Buren	**All mfg.**	**6**	**3**	**25.9**	**.0013**	**72**
Washington	**All mfg.**	**48**	**18**	**665.0**	**.0325**	**83**
2016	Poultry-dressing plants	3	2	127.5	1.3781	95
2038	Frozen food specialties	1	1	163.0	3.5013	100
8062	*General medical & surgical hospitals*	*4*	*4*	*76.8*	*.0486*	*100*
White	**All mfg.**	**22**	**13**	**344.5**	**.0168**	**83**
Woodruff	**All mfg.**	**5**	**3**	**90.5**	**.0044**	**86**
Yell	**All mfg.**	**7**	**2**	**78.6**	**.0038**	**55**
STATE TOTAL	**All mfg.**	**1,251**	**535**	**18,546.3**	**.9056**	**83**
CALIFORNIA						
Alameda	**All mfg.**	**554**	**179**	**8,597.4**	**.4198**	**72**
1611	*Highway & street construction*	*6*	*3*	*108.6*	*.5804*	*91*
2051	Bread, cake, & related products	8	5	71.7	.4847	86
2052	Cookies & crackers	4	2	140.5	3.2741	94
2095	Roasted coffee	3	3	246.4	4.0311	100
2653	Corrugated & solid fiber boxes	11	5	131.7	1.1793	83
2711	Newspapers	5	3	107.9	.4153	93
2842	Polishes & sanitation goods	5	3	172.6	3.3866	94
3221	Glass containers	4	4	166.9	4.4393	100
3411	Metal cans	9	9	357.6	3.8900	100
3519	Internal-combustion engines n.e.c.	2	2	262.0	2.8105	100
3573	Electronic computing equipment	10	6	521.1	1.0037	96
3679	Electronic components n.e.c.	4	4	51.5	.3108	100
5084	*Industrial-machinery distributors*	*22*	*3*	*317.2*	*.9764*	*44*
7011	*Hotels, motels, & tourist courts*	*26*	*4*	*52.0*	*.1726*	*42*
8062	*General medical & surgical hospitals*	*21*	*20*	*880.7*	*.5598*	*99*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*264.8*	*1.1710*	*98*
Amador	**All mfg.**	**4**	**1**	**34.1**	**.0017**	**58**
Butte	**All mfg.**	**24**	**7**	**315.7**	**.0154**	**66**
8062	*General medical & surgical hospitals*	*5*	*4*	*137.1*	*.0871*	*98*
Calaveras	**All mfg.**	**4**	**2**	**49.6**	**.0024**	**75**
Colusa	**All mfg.**	**2**		**14.0**	**.0007**	**0**
Contra Costa	**All mfg.**	**195**	**81**	**8,679.3**	**.4238**	**94**
2062	Cane-sugar refining	1	1	416.5	13.6656	100
2819	Industrial inorganic chemicals n.e.c.	9	4	242.7	1.8994	91
2911	Petroleum refining	5	5	5,465.3	3.1684	100
3312	Blast furnaces & steel mills	1	1	246.6	.8015	100
3679	Electronic components n.e.c.	6	4	88.2	.5323	95
4912	*Nuclear power*	*2*	*2*	*2,696.0*	*9.6775*	*100*
7011	*Hotels, motels, & tourist courts*	*8*	*2*	*35.4*	*.1175*	*81*
8062	*General medical & surgical hospitals*	*13*	*10*	*353.2*	*.2245*	*96*
Del Norte	**All mfg.**	**9**	**5**	**120.6**	**.0059**	**80**
El Dorado	**All mfg.**	**6**	**1**	**36.5**	**.0018**	**53**
Fresno	**All mfg.**	**140**	**46**	**1,744.9**	**.0852**	**70**
2034	Dehydrated fruits, vegetables, & soups	10	8	204.9	12.4605	98
8062	*General medical & surgical hospitals*	*13*	*8*	*247.9*	*.1576*	*94*
Glenn	**All mfg.**	**12**	**4**	**129.0**	**.0063**	**79**
Humboldt	**All mfg.**	**27**	**11**	**373.3**	**.0182**	**83**
2421	General sawmills & planing mills	9	5	219.4	1.7095	93
8062	*General medical & surgical hospitals*	*4*	*4*	*50.2*	*.0319*	*100*
Imperial	**All mfg.**	**7**	**3**	**85.3**	**.0042**	**44**
Inyo	**All mfg.**	**1**	**1**	**5.1**	**.0002**	**100**
Kern	**All mfg.**	**80**	**16**	**992.2**	**.0484**	**42**
1311	*Crude petroleum & natural gas*	*27*	*1*	*826.2*	*1.9242*	*61*
8062	*General medical & surgical hospitals*	*9*	*6*	*213.0*	*.1354*	*95*
Kings	**All mfg.**	**14**	**3**	**682.1**	**.0333**	**94**
Lassen	**All mfg.**	**4**		**35.1**	**.0017**	**0**
Los Angeles	**All mfg.**	**4,566**	**1,535**	**74,924.2**	**3.6585**	**85**
1311	*Crude petroleum & natural gas*	*61*	*7*	*1,206.8*	*2.8106*	*38*
1611	*Highway & street construction*	*21*	*6*	*216.2*	*1.1554*	*74*
1622	*Bridge & tunnel construction*	*9*	*2*	*198.4*	*3.7359*	*83*
1623	*Pipe- & utility-line construction*	*24*	*2*	*150.1*	*2.1792*	*41*
1629	*Heavy construction n.e.c.*	*43*	*16*	*2,231.7*	*9.9221*	*81*
2011	Meat-packing plants	21	14	1,408.2	2.8094	93
2013	Sausages & other prepared meats	11	6	191.8	1.5898	78
2026	Fluid milk	9	7	785.7	4.1511	97
2033	Canned fruits & vegetables	6	2	135.5	1.3497	92
2051	Bread, cake, & related products	25	15	457.1	3.0903	91
2052	Cookies & crackers	11	3	130.8	3.0480	59
2065	Confectionery products	13	3	185.4	2.1887	74
2082	Malt beverages	4	3	637.4	5.4475	99
2086	Bottled & canned soft drinks	13	6	340.9	1.9143	85
2087	Flavoring extracts & syrups n.e.c.	6	3	339.8	8.4812	90
2091	Canned & cured seafoods	3	3	493.0	18.3115	100
2095	Roasted coffee	5	3	489.3	8.0049	94
2099	Food preparations n.e.c.	25	14	501.0	4.6920	86
2253	Knit-outerwear mills	15	3	69.4	2.2350	60
2258	Warp knit fabric mills	1	1	48.8	2.9345	100
2293	Paddings & upholstery filling	8	6	51.6	18.2011	90
2321	Men's & boys' shirts & nightwear	17	9	96.3	2.3802	87
2327	Men's & boys' separate trousers	6	3	64.0	2.8165	94
2329	Men's & boys' clothing n.e.c.	9	2	26.3	1.7738	74
2331	Women's & misses' blouses	25	9	129.7	4.1843	67
2335	Women's & misses' dresses	31	8	143.5	3.4163	71
2337	Women's & misses' suits & coats	20	8	239.4	6.2345	74
2339	Women's & misses' outerwear n.e.c.	39	19	220.4	4.6643	78
2341	Women's & children's underwear	9	6	48.3	1.8508	86
2342	Brassieres, girdles, & allied garments	8	5	101.0	13.3881	94
2391	Curtains & draperies	16	3	34.0	3.7519	44
2392	House furnishings n.e.c.	15	4	90.2	3.3042	59
2431	Millwork	21	2	72.3	1.3328	23
2499	Wood products n.e.c.	22	6	93.4	2.6188	70
2511	Wood household furniture	42	15	213.8	3.3785	71
2512	Upholstered wood household furniture	43	19	297.9	6.1187	78
2514	Metal household furniture	19	13	231.6	11.5962	93
2515	Mattresses & bedsprings	24	7	185.4	7.2371	65
2521	Wood office furniture	11	5	122.3	7.6716	88
2522	Metal office furniture	10	4	134.8	3.8059	71
2541	Wood partitions & fixtures	18	2	81.6	3.8829	37
2621	Paper mills, except building paper	8	5	201.2	.9888	93
2642	Envelopes	13	6	87.2	4.6854	75
2643	Bags, except textile bags	17	7	232.2	3.7340	72
2651	Folding paperboard boxes	11	7	109.7	2.9191	88
2653	Corrugated & solid fiber boxes	31	17	444.4	3.9792	86
2711	Newspapers	42	21	871.5	3.3545	92
2721	Periodicals	33	6	306.7	2.4179	57
2741	Miscellaneous publishing	12	4	97.5	2.9154	73
2751	Letterpress commercial printing	56	7	83.5	1.3984	26
2752	Lithographic commercial printing	60	11	482.1	2.8433	51
2753	Engraving & plate printing	16	4	47.1	11.8134	69
2782	Blankbooks & looseleaf binders	12	8	139.1	5.6690	84
2819	Industrial inorganic chemicals n.e.c.	15	6	273.4	2.1397	81
2821	Plastics materials & synthetic resins	17	5	290.1	1.4696	54
2834	Pharmaceutical preparations	23	14	384.7	1.7645	86
2841	Soap & other detergents	14	5	385.0	3.7446	77
2842	Polishes & sanitation goods	26	6	272.4	5.3448	62
2844	Toilet preparations	16	4	246.9	2.4232	57
2851	Paints & allied products	48	13	602.8	6.5185	68
2869	Industrial organic chemicals n.e.c.	14	6	604.5	1.5876	69

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	1985 S&MM Est. Shipments/ Receipts ($ Mil.)	1985 S&MM Est. % Of U.S. Ship./ Recpt.	1985 S&MM Est. % In Large Estab.
2891	Adhesives & sealants	17	5	193.3	7.2669	72
2899	Chemical preparations n.e.c.	37	6	256.3	3.9926	39
2911	Petroleum refining	16	11	12,139.6	7.0377	97
2951	Paving mixtures & blocks	8	2	40.4	3.6223	85
3069	Fabricated rubber products n.e.c.	47	18	319.2	5.4013	79
3079	Miscellaneous plastics products	173	51	1,118.9	3.6807	68
3144	Women's nonathletic footwear	10	8	120.3	5.8206	97
3171	Women's handbags & purses	9	2	29.7	6.5824	70
3221	Glass containers	8	7	217.3	5.7799	99
3269	Pottery products n.e.c.	14	5	35.2	10.4173	65
3272	Concrete products n.e.c.	8	3	54.7	1.6024	86
3273	Ready-mixed concrete	21	4	171.3	2.4367	70
3293	Gaskets, packing, & sealing devices	14	5	93.7	5.0204	75
3312	Blast furnaces & steel mills	12	7	302.6	.9835	90
3317	Steel pipe & tubes	10	3	104.0	3.3203	80
3321	Gray-iron foundries	19	10	154.3	1.7178	78
3325	Steel foundries n.e.c.	9	5	106.0	3.1956	89
3351	Copper rolling & drawing	4	4	154.7	3.5416	100
3354	Aluminum extruded products	8	6	153.8	5.3355	92
3355	Aluminum rolling & drawing n.e.c.	8	5	277.1	17.5948	91
3361	Aluminum foundries	29	6	181.7	5.6968	57
3369	Nonferrous foundries n.e.c.	27	9	67.9	7.0195	71
3411	Metal cans	8	8	438.5	4.7700	100
3423	Hand & edge tools n.e.c.	16	5	79.1	2.5365	62
3429	Hardware n.e.c.	53	18	453.1	7.1014	73
3432	Plumbing fittings & brass goods	10	6	156.7	10.3466	93
3441	Fabricated structural metal	27	6	166.5	1.7206	62
3442	Metal doors, sash, & trim	30	7	145.5	2.9130	52
3443	Fabricated plate work (boiler shops)	32	8	216.3	2.1264	59
3444	Sheet-metal work	56	14	220.2	3.2678	58
3449	Miscellaneous metal work	19	3	100.5	4.2089	35
3451	Screw-machine products	21	4	56.7	2.4979	45
3452	Bolts, nuts, rivets, & washers	36	15	375.8	8.8586	84
3462	Iron & steel forgings	9	5	115.0	2.8857	88
3469	Metal stampings n.e.c.	39	6	142.6	1.9825	39
3471	Plating & polishing	97	16	286.2	12.8693	61
3479	Metal coating & allied services n.e.c.	47	7	156.1	6.1534	40
3483	Ammunition, except small-arms, n.e.c.	4	3	69.0	5.2914	99
3494	Valves & pipe fittings	24	9	264.2	2.7659	81
3496	Miscellaneous fabricated wire products	24	4	38.3	1.9359	42
3498	Fabricated pipe & fittings	16	4	113.8	4.0182	44
3499	Fabricated metal products n.e.c.	32	9	154.4	3.3581	66
3531	Construction machinery	17	5	151.4	1.1418	66
3533	Oil-field machinery	19	6	330.0	3.4242	70
3541	Metal-cutting machine tools	11	4	70.8	1.5738	71
3544	Special dies, tools, jigs, & fixtures	51	9	99.7	2.4442	46
3545	Machine-tool accessories	27	2	87.1	2.5419	46
3551	Food-products machinery	21	5	65.2	2.7283	54
3559	Special-industry machinery n.e.c.	25	5	131.7	2.5694	73
3561	Pumps & pumping equipment	30	12	371.7	6.8852	83
3569	General industrial machinery n.e.c.	36	15	229.3	6.0880	80
3573	Electronic computing equipment	98	50	3,252.6	6.2649	91
3585	Refrigeration & heating equipment	31	6	252.5	1.9082	58
3589	Service-industry machinery n.e.c.	11	5	81.4	3.3914	78
3599	Machinery, except electrical, n.e.c.	163	13	464.7	4.6024	28
3613	Switchgear & switchboard apparatus	19	8	119.4	2.5323	74
3621	Motors & generators	11	8	103.4	1.6944	87
3622	Industrial controls	17	6	144.9	2.7369	71
3623	Electric welding apparatus	11	3	202.1	11.3380	84
3639	Household appliances n.e.c.	8	5	176.3	8.9670	87
3643	Current-carrying wiring devices	24	8	106.5	3.4087	61
3644	Non-current-carrying wiring devices	8	6	122.5	4.4075	92
3645	Residential electric lighting fixtures	18	5	83.5	6.4369	51
3646	Commercial electric lighting fixtures	13	7	193.9	10.0581	85
3648	Lighting equipment n.e.c.	14	7	116.5	8.7462	78
3651	Radio & TV receiving sets	25	17	460.6	6.3394	91
3652	Phonograph records & pre-recorded tape	11	8	291.2	11.0011	94
3661	Telephone & telegraph apparatus	7	6	165.2	.9991	96
3662	Radio & TV communication equipment	62	29	3,023.0	8.3034	95
3674	Semiconductors & related devices	16	8	254.6	1.5702	82
3677	Electronic coils & transformers	13	8	73.8	6.6691	78
3678	Electronic connectors	13	7	292.6	10.4403	91
3679	Electronic components n.e.c.	83	40	656.4	3.9613	83
3693	X-ray apparatus & tubes	7	4	130.2	3.2561	84
3711	Motor vehicles & passenger-car bodies	5	3	1,234.1	1.4526	98
3713	Truck & bus bodies	14	3	39.3	1.3987	71
3714	Motor-vehicle parts & accessories	55	19	830.5	1.7580	77
3715	Truck trailers	6	2	127.0	3.9442	87
3721	Aircraft	8	7	8,131.5	28.2014	100
3724	Aircraft engines & engine parts	7	2	273.3	2.3170	87
3728	Aircraft equipment n.e.c.	115	46	1,196.0	12.7050	80
3731	Ship building & repairing	5	4	164.4	1.5511	99
3761	Guided missiles & space vehicles	9	9	4,472.0	33.6848	100
3764	Space-propulsion units & parts	2	2	221.4	13.4190	100
3769	Space-vehicle equipment n.e.c.	7	5	131.7	6.7013	98
3792	Travel trailers & campers	11	6	48.3	3.3407	81
3811	Engineering & scientific instruments	24	9	119.0	3.7350	76
3822	Environmental controls	8	4	122.1	6.8216	92
3824	Fluid meters & counting devices	5	3	90.8	9.0223	97
3825	Electricity-measuring instruments	14	3	101.7	1.4753	56
3829	Measuring & controlling devices n.e.c.	19	10	116.1	5.8201	83
3832	Optical instruments & lenses	18	6	204.1	6.0647	81
3841	Surgical & medical instruments	8	2	66.8	1.4134	80
3842	Surgical appliances & supplies	17	4	137.4	2.4372	66
3843	Dental equipment & supplies	4	3	192.3	13.6325	99
3861	Photographic equipment & supplies	26	8	509.8	2.9153	60
3944	Games, toys, & children's vehicles	13	7	799.8	12.8461	96
3949	Sporting & athletic goods n.e.c.	20	8	173.8	4.7257	82
3951	Pens & mechanical pencils	3	2	99.0	8.7248	98
3993	Signs & advertising displays	30	7	87.9	4.5862	57
3999	Manufactures n.e.c.	36	6	205.9	6.8592	72
4011	*Line-haul-operating railroads*	*3*	*2*	*910.2*	*4.1837*	*100*
4911	*Electric services*	*12*	*4*	*3,496.2*	*3.7169*	*94*
4923	*Gas transmission & distribution*	*4*	*3*	*6,734.2*	*28.7244*	*100*
5051	*Metals service centers & sales offices*	*62*	*9*	*2,511.1*	*5.4151*	*48*
5063	*Electrical-power-equipment wholesalers*	*66*	*3*	*988.4*	*3.2652*	*21*
5065	*Electronic-parts wholesalers*	*34*	*10*	*1,539.6*	*8.9581*	*77*
5081	*Commercial-equipment wholesalers*	*41*	*7*	*1,616.8*	*9.6325*	*84*
5084	*Industrial-machinery distributors*	*93*	*9*	*1,342.6*	*4.1329*	*38*
5085	*Industrial-supply distributors*	*107*	*7*	*1,254.9*	*4.2317*	*31*
6025	*National banks, federal reserve system*	*16*	*6*	*4,415.0*	*3.6494*	*99*
7011	*Hotels, motels, & tourist courts*	*160*	*66*	*1,171.4*	*3.8881*	*90*
7372	*Computer programming & software*	*62*	*15*	*723.8*	*6.0380*	*79*
7374	*Data-processing services*	*43*	*18*	*556.5*	*5.5083*	*90*
8062	*General medical & surgical hospitals*	*166*	*141*	*5,967.1*	*3.7929*	*99*
8221	*Colleges & universities n.e.c.*	*37*	*17*	*640.9*	*2.8343*	*95*
Madera	**All mfg.**	**16**	**8**	**282.3**	**.0138**	**83**
Marin	**All mfg.**	**29**	**8**	**418.2**	**.0204**	**85**
8062	*General medical & surgical hospitals*	*6*	*3*	*95.9*	*.0610*	*89*
Mariposa						
7011	*Hotels, motels, & tourist courts*	*5*	*2*	*79.2*	*.2629*	*96*
Mendocino	**All mfg.**	**22**	**6**	**151.8**	**.0074**	**52**
Merced	**All mfg.**	**28**	**10**	**1,189.0**	**.0581**	**92**
2016	Poultry-dressing plants	1	1	825.1	8.9183	100
8062	*General medical & surgical hospitals*	*6*	*4*	*53.2*	*.0338*	*91*
Modoc	**All mfg.**	**1**		**6.8**	**.0003**	**0**
Monterey	**All mfg.**	**51**	**22**	**817.4**	**.0399**	**73**
2037	Frozen fruits & vegetables	5	3	133.9	2.3903	96
7011	*Hotels, motels, & tourist courts*	*25*	*5*	*62.6*	*.2078*	*62*
8062	*General medical & surgical hospitals*	*7*	*5*	*138.3*	*.0879*	*95*
Napa	**All mfg.**	**31**	**7**	**332.8**	**.0163**	**53**
2084	Wines, brandy, & brandy spirits	13	3	216.5	7.7164	49
3317	Steel pipe & tubes	1	1	26.3	.8397	100
8062	*General medical & surgical hospitals*	*3*	*3*	*141.8*	*.0901*	*100*
Nevada	**All mfg.**	**8**	**1**	**139.5**	**.0068**	**73**
Orange	**All mfg.**	**853**	**352**	**14,953.7**	**.7302**	**86**
1629	*Heavy construction n.e.c.*	*4*	*2*	*222.9*	*.9910*	*95*
2013	Sausages & other prepared meats	2	2	143.4	1.1886	100
2079	Shortening & cooking oils n.e.c.	2	2	718.5	15.9383	100
2451	Mobile homes	3	3	59.7	1.0122	100
2711	Newspapers	8	3	104.6	.4026	90
2834	Pharmaceutical preparations	11	7	923.9	4.2377	99
3069	Fabricated rubber products n.e.c.	8	2	77.1	1.3046	86
3079	Miscellaneous plastics products	65	32	523.8	1.7231	80
3429	Hardware n.e.c.	10	3	144.1	2.2585	81
3452	Bolts, nuts, rivets, & washers	5	4	100.2	2.3620	98
3469	Metal stampings n.e.c.	13	5	120.1	1.6697	77
3494	Valves & pipe fittings	6	3	101.3	1.0605	89
3533	Oil-field machinery	6	5	327.7	3.4003	94
3561	Pumps & pumping equipment	6	4	86.0	1.5930	90
3573	Electronic computing equipment	66	47	2,215.2	4.2668	94
3599	Machinery, except electrical, n.e.c.	22	4	65.7	.6507	46
3651	Radio & TV receiving sets	4	3	109.4	1.5057	93
3662	Radio & TV communication equipment	22	9	2,170.3	5.9613	97
3671	Electron tubes	2	1	127.9	5.4792	94
3674	Semiconductors & related devices	10	6	215.9	1.3315	94
3678	Electronic connectors	5	3	309.5	11.0433	97
3679	Electronic components n.e.c.	29	21	390.8	2.3584	93
3728	Aircraft equipment n.e.c.	22	13	508.1	5.3975	93
3792	Travel trailers & campers	4	2	28.1	1.9436	86
3823	Industrial process-control instruments	10	3	64.1	1.9130	75
3829	Measuring & controlling devices n.e.c.	6	4	54.7	2.7421	95
3841	Surgical & medical instruments	4	2	167.0	3.5335	96
3842	Surgical appliances & supplies	8	4	128.5	2.2793	88
3949	Sporting & athletic goods n.e.c.	7	3	86.6	2.3547	90
4912	*Nuclear power*	*1*	*1*	*690.6*	*2.4790*	*100*
5063	*Electrical-power-equipment wholesalers*	*6*	*3*	*267.1*	*.8824*	*82*
7011	*Hotels, motels, & tourist courts*	*56*	*15*	*295.9*	*.9822*	*78*
7372	*Computer programming & software*	*31*	*6*	*224.1*	*1.8694*	*62*
8062	*General medical & surgical hospitals*	*38*	*34*	*1,175.7*	*.7473*	*99*
8221	*Colleges & universities n.e.c.*	*6*	*3*	*65.0*	*.2875*	*96*
Placer	**All mfg.**	**18**	**8**	**360.1**	**.0176**	**92**
3573	Electronic computing equipment	2	2	168.2	.3240	100
8062	*General medical & surgical hospitals*	*2*	*2*	*75.5*	*.0480*	*100*
Plumas	**All mfg.**	**4**	**1**	**29.8**	**.0015**	**63**

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
CALIFORNIA (cont.)						
Riverside	**All mfg.**	**135**	**54**	**1,497.8**	**.0731**	**78**
7011	*Hotels, motels, & tourist courts*	*33*	*7*	*96.3*	*.3196*	*58*
8062	*General medical & surgical hospitals*	*12*	*12*	*277.5*	*.1764*	*100*
Sacramento	**All mfg.**	**102**	**34**	**1,555.0**	**.0759**	**82**
2032	Canned food specialties	1	1	222.0	5.5938	100
2711	Newspapers	3	3	205.2	.7898	100
3764	Space-propulsion units & parts	1	1	107.7	6.5277	100
7011	*Hotels, motels, & tourist courts*	*19*	*4*	*51.1*	*.1696*	*54*
8062	*General medical & surgical hospitals*	*11*	*10*	*438.5*	*.2787*	*99*
San Benito	**All mfg.**	**9**	**4**	**147.2**	**.0072**	**74**
San Bernardino	**All mfg.**	**170**	**55**	**2,090.4**	**.1021**	**81**
3312	Blast furnaces & steel mills	2	2	144.8	.4706	100
3721	Aircraft	1	1	418.1	1.4500	100
8062	*General medical & surgical hospitals*	*19*	*15*	*637.1*	*.4050*	*98*
San Diego	**All mfg.**	**466**	**174**	**7,620.4**	**.3721**	**85**
2711	Newspapers	14	8	323.5	1.2452	93
3511	Turbines & turbine-generator set units	1	1	145.2	5.0038	100
3573	Electronic computing equipment	23	13	1,057.9	2.0377	96
3651	Radio & TV receiving sets	1	1	150.2	2.0672	100
3662	Radio & TV communication equipment	32	14	960.9	2.6394	91
3674	Semiconductors & related devices	6	5	105.2	.6488	96
3679	Electronic components n.e.c.	15	7	197.8	1.1937	86
3724	Aircraft engines & engine parts	3	2	124.5	1.0555	98
3728	Aircraft equipment n.e.c.	12	9	747.9	7.9449	98
3731	Ship building & repairing	10	9	233.4	2.2021	98
3823	Industrial process-control instruments	4	3	200.8	5.9926	96
3825	Electricity-measuring instruments	9	4	175.3	2.5429	86
3841	Surgical & medical instruments	5	2	205.5	4.3481	95
3851	Ophthalmic goods	3	2	53.7	4.3366	98
4923	*Gas transmission & distribution*	*2*	*1*	*1,099.1*	*4.6882*	*95*
7011	*Hotels, motels, & tourist courts*	*75*	*22*	*414.2*	*1.3748*	*80*
7372	*Computer programming & software*	*15*	*4*	*103.5*	*.8634*	*47*
8062	*General medical & surgical hospitals*	*31*	*27*	*1,032.6*	*.6564*	*98*
San Francisco	**All mfg.**	**462**	**78**	**3,390.5**	**.1656**	**56**
1629	*Heavy construction n.e.c.*	*8*	*5*	*368.7*	*1.6392*	*97*
2051	Bread, cake, & related products	13	3	121.8	.8235	70
2086	Bottled & canned soft drinks	4	3	166.0	.9322	98
2337	Women's & misses' suits & coats	4	3	59.9	1.5599	97
2711	Newspapers	21	6	419.0	1.6128	88
2752	Lithographic commercial printing	29	6	245.2	1.4461	54
3429	Hardware n.e.c.	3	1	119.1	1.8667	97
3731	Ship building & repairing	9	4	115.7	1.0916	89
4923	*Gas transmission & distribution*	*1*	*1*	*1,571.0*	*6.7010*	*100*
5081	*Commercial-equipment wholesalers*	*19*	*5*	*253.4*	*1.5097*	*44*
6025	*National banks, federal reserve system*	*6*	*6*	*11,215.4*	*9.2706*	*100*
7011	*Hotels, motels, & tourist courts*	*88*	*33*	*533.2*	*1.7698*	*83*
7374	*Data-processing services*	*17*	*4*	*80.1*	*.7928*	*69*
8062	*General medical & surgical hospitals*	*24*	*20*	*980.5*	*.6232*	*99*
8221	*Colleges & universities n.e.c.*	*9*	*3*	*50.1*	*.2216*	*69*
San Joaquin	**All mfg.**	**129**	**60**	**2,062.1**	**.1007**	**79**
2033	Canned fruits & vegetables	11	11	591.3	5.8899	100
8062	*General medical & surgical hospitals*	*9*	*7*	*191.7*	*.1219*	*94*
San Luis Obispo	**All mfg.**	**20**	**6**	**298.4**	**.0146**	**28**
8062	*General medical & surgical hospitals*	*7*	*5*	*155.7*	*.0990*	*95*
San Mateo	**All mfg.**	**239**	**66**	**2,610.8**	**.1275**	**72**
2851	Paints & allied products	6	3	130.9	1.4155	88
3662	Radio & TV communication equipment	8	4	185.7	.5101	93
7011	*Hotels, motels, & tourist courts*	*23*	*6*	*82.3*	*.2732*	*59*
8062	*General medical & surgical hospitals*	*9*	*7*	*281.1*	*.1787*	*98*
Santa Barbara	**All mfg.**	**98**	**37**	**1,241.6**	**.0606**	**77**
3662	Radio & TV communication equipment	7	4	329.0	.9037	95
3679	Electronic components n.e.c.	7	5	60.5	.3651	91
7011	*Hotels, motels, & tourist courts*	*21*	*5*	*43.1*	*.1431*	*45*
8062	*General medical & surgical hospitals*	*10*	*9*	*151.3*	*.0962*	*98*
Santa Clara	**All mfg.**	**819**	**387**	**29,505.7**	**1.4407**	**93**
2033	Canned fruits & vegetables	15	13	552.0	5.4984	98
2034	Dehydrated fruits, vegetables, & soups	7	5	202.9	12.3388	97
2084	Wines, brandy, & brandy spirits	12	3	361.6	12.8880	79
2711	Newspapers	10	6	154.4	.5943	92
2752	Lithographic commercial printing	13	4	196.8	1.1607	69
2834	Pharmaceutical preparations	3	2	293.1	1.3444	97
3489	Ordnance & accessories n.e.c.	1	1	211.6	14.1444	100
3559	Special-industry machinery n.e.c.	7	4	122.1	2.3821	91
3573	Electronic computing equipment	116	70	8,159.1	15.7155	96
3599	Machinery, except electrical, n.e.c.	18	4	87.1	.8626	55
3651	Radio & TV receiving sets	5	5	91.8	1.2635	100
3661	Telephone & telegraph apparatus	7	5	1,616.7	9.7771	100
3662	Radio & TV communication equipment	41	25	1,403.3	3.8545	92
3671	Electron tubes	4	4	209.2	8.9620	100
3674	Semiconductors & related devices	52	35	4,173.8	25.7407	96
3679	Electronic components n.e.c.	5[illegible]	56	1,730.0	10.4403	92
3711	Motor vehicles & passenger-car bodies	1	1	581.9	.6849	100
3724	Aircraft engines & engine parts	1	1	63.5	.5383	100
3728	Aircraft equipment n.e.c.	2	1	90.5	.9614	98
3761	Guided missiles & space vehicles	1	1	4,370.9	32.9233	100
3811	Engineering & scientific instruments	20	11	283.6	8.9012	94
3823	Industrial process-control instruments	8	4	59.0	1.7608	71
3825	Electricity-measuring instruments	26	16	804.7	11.6730	94
3832	Optical instruments & lenses	13	5	208.3	6.1895	78
3841	Surgical & medical instruments	8	4	74.3	1.5721	79
3861	Photographic equipment & supplies	11	5	289.7	1.6567	77
5065	*Electronic-parts wholesalers*	*22*	*8*	*1,001.0*	*5.8243*	*73*
5081	*Commercial-equipment wholesalers*	*16*	*8*	*992.4*	*5.9125*	*93*
7011	*Hotels, motels, & tourist courts*	*30*	*6*	*112.1*	*.3721*	*65*
7372	*Computer programming & software*	*32*	*23*	*667.9*	*5.5716*	*76*
7374	*Data-processing services*	*13*	*6*	*169.7*	*1.6797*	*78*
8062	*General medical & surgical hospitals*	*13*	*13*	*757.4*	*.4814*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*90.6*	*.4007*	*97*
Santa Cruz	**All mfg.**	**48**	**22**	**1,053.3**	**.0514**	**88**
1611	*Highway & street construction*	*1*	*1*	*198.2*	*1.0592*	*100*
2037	Frozen fruits & vegetables	4	3	206.7	3.6898	98
8062	*General medical & surgical hospitals*	*4*	*4*	*85.8*	*.0545*	*100*
Shasta	**All mfg.**	**19**	**7**	**287.4**	**.0140**	**66**
2492	Particleboard	1	1	21.1	3.3524	100
8062	*General medical & surgical hospitals*	*4*	*3*	*77.7*	*.0494*	*98*
Sierra	**All mfg.**	**3**	**1**	**51.6**	**.0025**	**65**
Siskiyou	**All mfg.**	**8**		**46.9**	**.0023**	**0**
Solano	**All mfg.**	**30**	**13**	**779.6**	**.0381**	**72**
8062	*General medical & surgical hospitals*	*6*	*5*	*131.9*	*.0838*	*98*
Sonoma	**All mfg.**	**80**	**29**	**1,023.6**	**.0500**	**76**
2084	Wines, brandy, & brandy spirits	13	3	229.0	8.1620	56
3825	Electricity-measuring instruments	2	1	163.2	2.3674	99
8062	*General medical & surgical hospitals*	*8*	*7*	*217.2*	*.1381*	*98*
Stanislaus	**All mfg.**	**76**	**33**	**1,799.4**	**.0879**	**85**
2033	Canned fruits & vegetables	7	7	254.8	2.5381	100
2038	Frozen food specialties	2	2	102.9	2.2103	100
2084	Wines, brandy, & brandy spirits	2	1	332.9	11.8651	96
8062	*General medical & surgical hospitals*	*9*	*5*	*136.6*	*.0868*	*92*
Sutter	**All mfg.**	**5**	**2**	**54.1**	**.0026**	**80**
Tehama	**All mfg.**	**6**	**2**	**130.0**	**.0063**	**78**
2421	General sawmills & planing mills	3	2	106.9	.8329	95
Trinity	**All mfg.**	**3**		**13.0**	**.0006**	**0**
Tulare	**All mfg.**	**61**	**25**	**773.8**	**.0378**	**74**
8062	*General medical & surgical hospitals*	*7*	*7*	*112.2*	*.0713*	*100*
Tuolumne	**All mfg.**	**6**	**1**	**69.4**	**.0034**	**69**
Ventura	**All mfg.**	**112**	**52**	**2,044.0**	**.0998**	**86**
2037	Frozen fruits & vegetables	2	2	260.0	4.6413	100
3079	Miscellaneous plastics products	5	3	77.0	.2533	93
3679	Electronic components n.e.c.	8	4	156.5	.9445	92
3842	Surgical appliances & supplies	1	1	92.3	1.6372	100
8062	*General medical & surgical hospitals*	*13*	*9*	*302.1*	*.1920*	*93*
Yolo	**All mfg.**	**30**	**11**	**645.8**	**.0315**	**85**
2033	Canned fruits & vegetables	2	2	116.7	1.1624	100
Yuba	**All mfg.**	**8**	**2**	**50.1**	**.0024**	**59**
STATE TOTAL	**All mfg.**	**9,854**	**3,473**	**176,341.7**	**8.6107**	**84**
COLORADO						
Adams	**All mfg.**	**90**	**21**	**1,400.2**	**.0684**	**73**
Alamosa	**All mfg.**	**3**		**8.2**	**.0004**	**0**
Arapahoe	**All mfg.**	**131**	**35**	**2,211.2**	**.1080**	**81**
2741	Miscellaneous publishing	4	3	114.3	3.4178	98
3599	Machinery, except electrical, n.e.c.	8	1	82.0	.8121	79
3761	Guided missiles & space vehicles	1	1	1,089.0	8.2028	100
3841	Surgical & medical instruments	7	5	93.3	1.9741	96
8062	*General medical & surgical hospitals*	*2*	*2*	*58.3*	*.0371*	*100*
Archuleta	**All mfg.**	**1**		**3.4**	**.0002**	**0**
Baca	**All mfg.**	**1**		**16.2**	**.0008**	**0**
Bent	**All mfg.**	**1**		**6.7**	**.0003**	**0**
Boulder	**All mfg.**	**157**	**56**	**3,076.5**	**.1502**	**88**
3079	Miscellaneous plastics products	11	3	116.7	.3839	80
3573	Electronic computing equipment	6	4	224.4	.4322	92
3679	Electronic components n.e.c.	9	3	67.7	.4086	74
3861	Photographic equipment & supplies	1	1	1,357.8	7.7647	100
8221	*Colleges & universities n.e.c.*	*1*	*1*	*97.0*	*.4290*	*100*
Chaffee	**All mfg.**	**3**		**9.5**	**.0005**	**0**
Conejos	**All mfg.**	**3**	**2**	**21.4**	**.0010**	**76**
Costilla	**All mfg.**	**1**		**1.8**	**.0001**	**0**
Delta	**All mfg.**	**7**	**1**	**49.7**	**.0024**	**27**
Denver	**All mfg.**	**456**	**113**	**4,872.0**	**.2379**	**67**
1311	*Crude petroleum & natural gas*	*119*	*2*	*1,838.5*	*4.2819*	*10*
1381	*Oil- & gas-well drilling services*	*24*	*3*	*157.9*	*2.4943*	*32*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
1382	*Oil- & gas-field exploration services*	*80*	*1*	*113.6*	*7.0779*	*3*
1629	*Heavy construction n.e.c.*	*3*	*1*	*89.4*	*.3975*	*89*
2051	Bread, cake, & related products	10	6	187.4	1.2670	94
2052	Cookies & crackers	1	1	119.5	2.7847	100
2711	Newspapers	7	2	350.2	1.3480	95
2752	Lithographic commercial printing	20	4	178.6	1.0533	58
3041	Rubber & plastic hose & belting	1	1	114.2	5.3047	100
3079	Miscellaneous plastics products	17	3	73.4	.2415	48
3161	Luggage	1	1	134.9	19.0161	100
3573	Electronic computing equipment	4	2	146.1	.2814	96
3661	Telephone & telegraph apparatus	1	1	313.9	1.8983	100
3728	Aircraft equipment n.e.c.	3	2	108.1	1.1483	98
3825	Electricity-measuring instruments	2	2	101.2	1.4680	100
4011	*Line-haul-operating railroads*	*3*	*3*	*214.9*	*.9878*	*100*
6025	*National banks, federal reserve system*	*17*	*5*	*783.4*	*.6476*	*94*
7011	*Hotels, motels, & tourist courts*	*52*	*26*	*255.9*	*.8494*	*83*
8062	*General medical & surgical hospitals*	*20*	*19*	*1,041.2*	*.6618*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*4*	*77.8*	*.3441*	*98*
Douglas	**All mfg.**	**6**	**1**	**27.5**	**.0013**	**51**
Eagle	**All mfg.**	**4**	**1**	**24.5**	**.0012**	**63**
7011	*Hotels, motels, & tourist courts*	*16*	*4*	*38.7*	*.1285*	*55*
El Paso	**All mfg.**	**112**	**35**	**1,887.0**	**.0921**	**84**
3573	Electronic computing equipment	4	3	525.5	1.0122	99
3599	Machinery, except electrical, n.e.c.	6	3	80.5	.7973	91
3662	Radio & TV communication equipment	4	2	180.3	.4952	89
3674	Semiconductors & related devices	4	4	199.4	1.2297	100
3825	Electricity-measuring instruments	2	1	83.8	1.2156	96
7011	*Hotels, motels, & tourist courts*	*18*	*3*	*42.6*	*.1414*	*60*
8062	*General medical & surgical hospitals*	*5*	*5*	*151.8*	*.0965*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*88.3*	*.3905*	*100*
Fremont	**All mfg.**	**12**	**3**	**138.7**	**.0068**	**59**
Garfield	**All mfg.**	**4**	**1**	**22.8**	**.0011**	**67**
Gilpin	**All mfg.**	**1**		**4.9**	**.0002**	**0**
Grand	**All mfg.**	**2**		**16.0**	**.0008**	**0**
Jackson	**All mfg.**	**1**		**7.2**	**.0004**	**0**
Jefferson	**All mfg.**	**88**	**21**	**1,781.6**	**.0870**	**87**
2082	Malt beverages	1	1	739.6	6.3210	100
3264	Porcelain electrical supplies	1	1	32.7	5.4337	100
3411	Metal cans	2	2	145.9	1.5871	100
3483	Ammunition, except small-arms, n.e.c.	1	1	205.6	15.7669	100
3842	Surgical appliances & supplies	4	2	98.8	1.7525	97
8062	*General medical & surgical hospitals*	*2*	*2*	*53.5*	*.0340*	*100*
La Plata	**All mfg.**	**11**	**3**	**82.4**	**.0040**	**57**
Larimer	**All mfg.**	**76**	**17**	**989.5**	**.0483**	**74**
3574	Calculating & accounting machines	1	1	185.7	12.2736	100
3811	Engineering & scientific instruments	1	1	75.2	2.3603	100
8062	*General medical & surgical hospitals*	*4*	*2*	*87.4*	*.0556*	*93*
Las Animas	**All mfg.**	**4**	**1**	**62.3**	**.0030**	**61**
8062	*General medical & surgical hospitals*	*1*	*1*	*90.9*	*.0578*	*100*
Lincoln	**All mfg.**	**1**		**7.1**	**.0003**	**0**
Logan	**All mfg.**	**14**	**3**	**219.9**	**.0107**	**78**
Mesa	**All mfg.**	**33**	**11**	**598.7**	**.0292**	**85**
8062	*General medical & surgical hospitals*	*5*	*3*	*57.1*	*.0363*	*93*
Mineral	**All mfg.**	**1**		**6.8**	**.0003**	**0**
Moffat	**All mfg.**	**1**		**2.2**	**.0001**	**0**
Montezuma	**All mfg.**	**8**		**25.3**	**.0012**	**0**
Montrose	**All mfg.**	**7**	**2**	**65.1**	**.0032**	**80**
Morgan	**All mfg.**	**9**	**3**	**202.0**	**.0099**	**91**
Otero	**All mfg.**	**8**	**3**	**81.6**	**.0040**	**72**
Phillips	**All mfg.**	**1**		**3.1**	**.0002**	**0**
Pitkin	**All mfg.**	**1**	**1**	**149.4**	**.0073**	**100**
2711	Newspapers	1	1	149.4	.5751	100
Prowers	**All mfg.**	**5**	**1**	**23.7**	**.0012**	**33**
Pueblo	**All mfg.**	**31**	**10**	**365.5**	**.0178**	**76**
3312	Blast furnaces & steel mills	1	1	128.3	.4170	100
8062	*General medical & surgical hospitals*	*3*	*3*	*159.5*	*.1014*	*100*
Rio Grande	**All mfg.**	**8**	**1**	**55.4**	**.0027**	**10**
Routt	**All mfg.**	**2**		**9.1**	**.0004**	**0**
Sedgwick	**All mfg.**	**1**	**1**	**12.3**	**.0006**	**100**
Teller	**All mfg.**	**1**		**1.8**	**.0001**	**0**
Washington	**All mfg.**	**3**		**27.3**	**.0013**	**0**
Weld	**All mfg.**	**42**	**14**	**1,717.8**	**.0839**	**83**
2011	Meat-packing plants	1	1	1,017.0	2.0289	100
3861	Photographic equipment & supplies	1	1	170.7	.9762	100
4912	*Nuclear power*	*2*	*2*	*1,252.9*	*4.4974*	*100*
8062	*General medical & surgical hospitals*	*2*	*1*	*54.0*	*.0343*	*96*
STATE TOTAL	**All mfg.**	**1,352**	**361**	**20,295.3**	**.9910**	**78**

CONNECTICUT

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Fairfield	**All mfg.**	**948**	**290**	**12,184.0**	**.5949**	**81**
2051	Bread, cake, & related products	9	4	477.6	3.2289	97
2342	Brassieres, girdles, & allied garments	6	3	36.1	4.7853	88
2711	Newspapers	17	4	159.1	.6124	72
2721	Periodicals	24	6	324.0	2.5543	74
2731	Book publishing	6	2	65.6	.7201	78
2751	Letterpress commercial printing	28	4	53.4	.8943	55
2844	Toilet preparations	3	1	305.3	2.9963	98
3079	Miscellaneous plastics products	34	8	138.9	.4569	52
3469	Metal stampings n.e.c.	11	4	73.0	1.0149	78
3471	Plating & polishing	17	3	36.5	1.6413	43
3482	Small-arms ammunition	1	1	58.8	9.1022	100
3511	Turbines & turbine-generator set units	2	2	42.0	1.4474	100
3519	Internal-combustion engines n.e.c.	1	1	79.5	.8528	100
3541	Metal-cutting machine tools	11	4	94.7	2.1051	82
3562	Ball & roller bearings	4	3	101.9	3.3888	98
3573	Electronic computing equipment	19	8	407.0	.7839	84
3579	Office machines n.e.c.	3	2	482.4	8.0668	98
3643	Current-carrying wiring devices	8	7	148.2	4.7433	98
3662	Radio & TV communication equipment	26	8	409.9	1.1259	77
3679	Electronic components n.e.c.	27	10	172.3	1.0398	78
3721	Aircraft	2	1	2,160.2	7.4919	100
3724	Aircraft engines & engine parts	3	2	297.1	2.5188	97
3811	Engineering & scientific instruments	9	5	47.5	1.4909	93
3823	Industrial process-control instruments	8	3	61.8	1.8443	80
3829	Measuring & controlling devices n.e.c.	10	6	101.4	5.0832	92
3832	Optical instruments & lenses	8	5	413.6	12.2898	98
3841	Surgical & medical instruments	13	5	259.8	5.4970	93
3861	Photographic equipment & supplies	7	4	382.3	2.1862	91
6025	*National banks, federal reserve system*	*6*	*4*	*436.0*	*.3604*	*97*
7011	*Hotels, motels, & tourist courts*	*26*	*6*	*70.6*	*.2343*	*58*
7372	*Computer programming & software*	*11*	*5*	*231.2*	*1.9287*	*93*
8062	*General medical & surgical hospitals*	*13*	*12*	*480.4*	*.3054*	*100*
Hartford	**All mfg.**	**887**	**253**	**9,684.8**	**.4729**	**80**
1629	*Heavy construction n.e.c.*	*3*	*1*	*769.5*	*3.4212*	*99*
2032	Canned food specialties	1	1	281.9	7.1031	100
2512	Upholstered wood household furniture	3	1	94.0	1.9307	96
2621	Paper mills, except building paper	3	2	167.6	.8236	96
2711	Newspapers	13	4	137.4	.5289	82
2751	Letterpress commercial printing	23	7	92.4	1.5475	85
2752	Lithographic commercial printing	13	5	158.6	.9354	75
3079	Miscellaneous plastics products	27	6	136.3	.4484	51
3316	Cold-rolled steel sheet, strip, & bars	2	2	44.3	1.9858	100
3423	Hand & edge tools n.e.c.	8	3	118.1	3.7871	81
3429	Hardware n.e.c.	6	4	296.6	4.6486	98
3451	Screw-machine products	32	3	116.9	5.1500	55
3452	Bolts, nuts, rivets, & washers	11	4	72.0	1.6972	68
3471	Plating & polishing	15	3	66.0	2.9678	73
3484	Small arms	2	2	80.7	7.1906	100
3494	Valves & pipe fittings	7	4	97.1	1.0165	84
3495	Wire springs	23	8	204.4	18.5599	78
3541	Metal-cutting machine tools	18	2	95.2	2.1162	62
3544	Special dies, tools, jigs, & fixtures	36	1	61.9	1.5175	23
3545	Machine-tool accessories	27	11	128.3	3.7442	75
3562	Ball & roller bearings	8	7	251.8	8.3738	98
3573	Electronic computing equipment	9	3	95.7	.1843	70
3599	Machinery, except electrical, n.e.c.	42	10	177.0	1.7530	60
3613	Switchgear & switchboard apparatus	8	5	241.9	5.1304	98
3622	Industrial controls	9	5	76.1	1.4374	85
3643	Current-carrying wiring devices	6	3	43.7	1.3987	86
3679	Electronic components n.e.c.	13	4	131.7	.7948	83
3714	Motor-vehicle parts & accessories	1	1	160.0	.3387	100
3724	Aircraft engines & engine parts	18	9	1,576.9	13.3688	97
3728	Aircraft equipment n.e.c.	13	7	821.6	8.7278	97
4931	*Electric & other services combined*	*3*	*2*	*651.6*	*2.1260*	*99*
6025	*National banks, federal reserve system*	*5*	*1*	*277.2*	*.2291*	*87*
7011	*Hotels, motels, & tourist courts*	*30*	*7*	*58.3*	*.1935*	*45*
8062	*General medical & surgical hospitals*	*13*	*13*	*783.5*	*.4980*	*100*
8221	*Colleges & universities n.e.c.*	*6*	*4*	*97.8*	*.4325*	*97*
Litchfield	**All mfg.**	**174**	**56**	**1,609.6**	**.0786**	**78**
2647	Sanitary paper products	1	1	330.0	3.4619	100
3562	Ball & roller bearings	3	3	91.6	3.0462	100
8062	*General medical & surgical hospitals*	*5*	*4*	*67.1*	*.0427*	*97*
Middlesex	**All mfg.**	**152**	**49**	**1,208.1**	**.0590**	**74**
3079	Miscellaneous plastics products	10	4	91.0	.2994	84
3728	Aircraft equipment n.e.c.	3	3	96.3	1.0230	100
4912	*Nuclear power*	*1*	*1*	*241.1*	*.8655*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*106.9*	*.0679*	*100*
New Haven	**All mfg.**	**917**	**267**	**8,189.0**	**.3999**	**75**
1611	*Highway & street construction*	*9*	*2*	*58.1*	*.3105*	*61*
2335	Women's & misses' dresses	15	7	55.4	1.3189	71
2711	Newspapers	14	7	178.9	.6886	87
2751	Letterpress commercial printing	27	4	39.2	.6565	35
2821	Plastics materials & synthetic resins	5	3	355.1	1.7989	96
2899	Chemical preparations n.e.c.	8	4	122.4	1.9067	84
3079	Miscellaneous plastics products	32	8	144.2	.4744	58
3316	Cold-rolled steel sheet, strip, & bars	5	4	68.8	3.0841	96
3351	Copper rolling & drawing	6	6	316.5	7.2457	100
3357	Nonferrous-wire drawing & insulating	11	6	276.0	3.2451	90
3421	Cutlery	4	2	129.2	13.8805	93
3429	Hardware n.e.c.	11	7	165.7	2.5970	93
3451	Screw-machine products	37	6	97.2	4.2821	41
3452	Bolts, nuts, rivets, & washers	10	4	85.4	2.0131	80
3469	Metal stampings n.e.c.	27	9	175.0	2.4330	73

1985 S&MM Est.

CONNECTICUT (New Haven, cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3484	Small arms	3	3	100.5	8.9548	100
3544	Special dies, tools, jigs, & fixtures	17	1	38.7	.9487	45
3559	Special-industry machinery n.e.c.	11	4	90.1	1.7578	87
3573	Electronic computing equipment	7	6	131.8	.2539	94
3599	Machinery, except electrical, n.e.c.	26	3	74.7	.7398	33
3662	Radio & TV communication equipment	10	4	168.7	.4634	86
3679	Electronic components n.e.c.	18	7	134.9	.8141	82
3714	Motor-vehicle parts & accessories	7	3	225.5	.4773	89
3724	Aircraft engines & engine parts	1	1	158.8	1.3463	100
3811	Engineering & scientific instruments	4	2	38.7	1.2147	92
3823	Industrial process-control instruments	5	2	68.1	2.0324	91
3841	Surgical & medical instruments	11	5	123.5	2.6131	89
3873	Watches, clocks, & watchcases	1	1	241.3	18.1757	100
3914	Silverware & plated & stainless ware	6	3	71.4	12.0344	90
3951	Pens & mechanical pencils	1	1	230.0	20.2697	100
4911	*Electric services*	*8*	*2*	*476.6*	*.5067*	*88*
8062	*General medical & surgical hospitals*	*13*	*13*	*674.2*	*.4285*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*4*	*126.3*	*.5585*	*99*
New London	**All mfg.**	**124**	**45**	**3,410.4**	**.1665**	**92**
2329	Men's & boys' clothing n.e.c.	1	1	60.0	4.0467	100
2819	Industrial inorganic chemicals n.e.c.	1	1	132.4	1.0362	100
3429	Hardware n.e.c.	1	1	145.9	2.2867	100
3731	Ship building & repairing	4	3	1,950.3	18.4010	100
4912	*Nuclear power*	*2*	*2*	*488.7*	*1.7542*	*100*
8062	*General medical & surgical hospitals*	*6*	*5*	*174.4*	*.1109*	*98*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*60.4*	*.2671*	*99*
Tolland	**All mfg.**	**41**	**10**	**274.9**	**.0134**	**62**
8062	*General medical & surgical hospitals*	*3*	*3*	*61.7*	*.0392*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*64.6*	*.2857*	*100*
Windham	**All mfg.**	**90**	**35**	**1,035.2**	**.0505**	**79**
2284	Thread mills	2	2	62.4	9.2871	100
3079	Miscellaneous plastics products	8	6	70.4	.2316	90
STATE TOTAL	**All mfg.**	**3,333**	**1,005**	**37,595.4**	**1.8358**	**80**

DELAWARE

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Kent	**All mfg.**	**29**	**12**	**416.8**	**.0204**	**78**
2099	Food preparations n.e.c.	1	1	157.6	1.4760	100
8062	*General medical & surgical hospitals*	*3*	*3*	*70.1*	*.0446*	*100*
New Castle	**All mfg.**	**172**	**51**	**5,421.4**	**.2647**	**90**
1611	*Highway & street construction*	*13*	*3*	*128.5*	*.6867*	*61*
2819	Industrial inorganic chemicals n.e.c.	3	2	202.2	1.5824	98
2821	Plastics materials & synthetic resins	8	4	252.0	1.2766	81
3079	Miscellaneous plastics products	12	5	59.8	.1967	66
3711	Motor vehicles & passenger-car bodies	2	2	3,079.7	3.6249	100
6025	*National banks, federal reserve system*	*4*	*2*	*251.9*	*.2082*	*98*
7011	*Hotels, motels, & tourist courts*	*16*	*3*	*40.8*	*.1354*	*49*
8062	*General medical & surgical hospitals*	*8*	*8*	*347.3*	*.2208*	*100*
Sussex	**All mfg.**	**56**	**14**	**1,311.6**	**.0640**	**85**
2016	Poultry-dressing plants	4	3	209.0	2.2590	99
2037	Frozen fruits & vegetables	3	2	119.6	2.1350	97
2824	Noncellulosic synthetic organic fibers	1	1	549.7	5.7036	100
8062	*General medical & surgical hospitals*	*5*	*5*	*110.6*	*.0703*	*100*
STATE TOTAL	**All mfg.**	**257**	**77**	**7,149.8**	**.3491**	**89**

DISTRICT OF COLUMBIA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
District of Columbia	**All mfg.**	**121**	**31**	**2,313.7**	**.1130**	**86**
2051	Bread, cake, & related products	4	3	60.3	.4077	96
2711	Newspapers	5	2	501.1	1.9288	97
2721	Periodicals	23	6	656.3	5.1741	86
2741	Miscellaneous publishing	5	1	115.1	3.4417	87
2751	Letterpress commercial printing	7	2	172.7	2.8923	97
2752	Lithographic commercial printing	19	5	352.7	2.0801	83
4924	*Natural-gas distribution*	*2*	*1*	*394.1*	*2.7506*	*96*
6025	*National banks, federal reserve system*	*12*	*7*	*1,745.5*	*1.4428*	*63*
7011	*Hotels, motels, & tourist courts*	*71*	*32*	*681.1*	*2.2607*	*89*
8062	*General medical & surgical hospitals*	*17*	*16*	*1,423.3*	*.9047*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*6*	*138.7*	*.6134*	*97*
STATE TOTAL	**All mfg.**	**121**	**31**	**2,313.7**	**.1130**	**86**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

FLORIDA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Alachua	**All mfg.**	**43**	**9**	**461.2**	**.0225**	**63**
3691	Storage batteries	1	1	175.7	6.6646	100
8062	*General medical & surgical hospitals*	*5*	*5*	*267.5*	*.1700*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*150.1*	*.6638*	*100*
Baker	**All mfg.**	**3**		**13.8**	**.0007**	**0**
8062	*General medical & surgical hospitals*	*2*	*1*	*50.7*	*.0322*	*94*
Bay	**All mfg.**	**38**	**16**	**389.6**	**.0190**	**83**
8062	*General medical & surgical hospitals*	*3*	*3*	*66.2*	*.0421*	*100*
Bradford	**All mfg.**	**10**	**1**	**47.7**	**.0023**	**35**
Brevard	**All mfg.**	**133**	**37**	**2,276.1**	**.1111**	**84**
3573	Electronic computing equipment	8	2	434.5	.8369	90
3662	Radio & TV communication equipment	12	8	584.8	1.6063	94
3674	Semiconductors & related devices	3	2	138.8	.8560	95
3761	Guided missiles & space vehicles	11	8	516.1	3.8875	97
3769	Space-vehicle equipment n.e.c.	4	3	89.7	4.5642	97
7372	*Computer programming & software*	*10*	*5*	*110.6*	*.9226*	*84*
8062	*General medical & surgical hospitals*	*5*	*5*	*115.5*	*.0734*	*100*
Broward	**All mfg.**	**361**	**81**	**3,087.3**	**.1468**	**65**
1422	*Crushed- & broken-limestone quarrying*	*9*	*4*	*108.9*	*3.2079*	*85*
2711	Newspapers	10	3	232.9	.8965	87
3573	Electronic computing equipment	11	4	364.0	.7011	91
3662	Radio & TV communication equipment	6	6	441.0	1.2113	100
3674	Semiconductors & related devices	3	3	101.9	.6284	100
3679	Electronic components n.e.c.	13	6	70.3	.4243	71
7011	*Hotels, motels, & tourist courts*	*64*	*10*	*176.5*	*.5858*	*50*
8062	*General medical & surgical hospitals*	*21*	*20*	*715.2*	*.4546*	*100*
Calhoun	**All mfg.**	**6**	**3**	**55.2**	**.0027**	**78**
Charlotte	**All mfg.**	**6**		**14.4**	**.0007**	**0**
8062	*General medical & surgical hospitals*	*3*	*3*	*71.0*	*.0451*	*100*
Citrus	**All mfg.**	**6**	**2**	**65.8**	**.0032**	**83**
4912	*Nuclear power*	*1*	*1*	*391.1*	*1.4039*	*100*
Clay	**All mfg.**	**23**	**4**	**179.1**	**.0087**	**87**
Collier	**All mfg.**	**15**	**1**	**39.2**	**.0019**	**22**
Columbia	**All mfg.**	**15**	**5**	**547.4**	**.0267**	**92**
8062	*General medical & surgical hospitals*	*4*	*4*	*62.9*	*.0400*	*100*
Dade	**All mfg.**	**806**	**226**	**6,939.1**	**.3588**	**70**
1623	*Pipe- & utility-line construction*	*8*	*3*	*87.2*	*1.2660*	*86*
2026	Fluid milk	5	5	208.1	1.0995	100
2051	Bread, cake, & related products	12	7	166.1	1.1230	61
2086	Bottled & canned soft drinks	9	4	179.9	1.0102	86
2335	Women's & misses' dresses	29	5	89.7	2.1355	46
2339	Women's & misses' outerwear n.e.c.	28	2	66.4	1.4052	29
2369	Girls' & children's outerwear n.e.c.	15	6	58.4	6.9466	80
2711	Newspapers	12	3	207.3	.7979	84
2831	Biological products	4	4	270.2	15.8736	100
2834	Pharmaceutical preparations	4	1	158.1	.7252	89
3021	Rubber & plastic footwear	4	4	96.1	13.7521	100
3079	Miscellaneous plastics products	27	5	110.2	.3625	45
3171	Women's handbags & purses	9	6	58.9	13.0541	93
3241	Hydraulic cement	5	4	223.2	4.9013	97
3272	Concrete products n.e.c.	16	4	85.7	2.5105	75
3442	Metal doors, sash, & trim	28	13	169.0	3.3835	78
3661	Telephone & telegraph apparatus	1	1	256.6	1.5518	100
3693	X-ray apparatus & tubes	1	1	163.9	4.0988	100
3732	Boat building & repairing	16	6	106.1	4.7994	79
3811	Engineering & scientific instruments	5	5	58.8	1.8455	100
3825	Electricity-measuring instruments	3	3	102.7	1.4898	100
3841	Surgical & medical instruments	6	3	227.7	4.8178	98
4911	*Electric services*	*2*	*1*	*2,299.9*	*2.4451*	*99*
6025	*National banks, federal reserve system*	*30*	*7*	*899.4*	*.7434*	*81*
7011	*Hotels, motels, & tourist courts*	*101*	*33*	*447.7*	*1.4860*	*72*
8062	*General medical & surgical hospitals*	*34*	*31*	*1,428.3*	*.9079*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*79.1*	*.3498*	*96*
De Soto	**All mfg.**	**3**	**1**	**12.8**	**.0006**	**77**
8062	*General medical & surgical hospitals*	*2*	*2*	*51.8*	*.0329*	*100*
Dixie	**All mfg.**	**4**	**2**	**31.5**	**.0015**	**57**
Duval	**All mfg.**	**236**	**65**	**2,948.6**	**.1438**	**73**
1629	*Heavy construction n.e.c.*	*9*	*1*	*196.2*	*.8723*	*78*
2121	Cigars	1	1	38.4	8.3243	100
2631	Paperboard mills	2	2	203.7	1.8624	100
3731	Ship building & repairing	4	4	221.1	2.0861	100
4011	*Line-haul-operating railroads*	*1*	*1*	*363.5*	*1.6708*	*100*
6025	*National banks, federal reserve system*	*11*	*6*	*872.9*	*.7215*	*93*
7011	*Hotels, motels, & tourist courts*	*30*	*3*	*57.3*	*.1902*	*26*
8062	*General medical & surgical hospitals*	*9*	*9*	*409.4*	*.2602*	*100*
Escambia	**All mfg.**	**46**	**12**	**1,339.9**	**.0654**	**89**
2621	Paper mills, except building paper	1	1	99.9	.4909	100
2824	Noncellulosic synthetic organic fibers	1	1	799.3	8.2934	100
8062	*General medical & surgical hospitals*	*4*	*4*	*175.7*	*.1117*	*100*
Flagler	**All mfg.**	**2**	**1**	**15.4**	**.0008**	**44**
Franklin	**All mfg.**	**5**		**24.1**	**.0012**	**0**
Gadsden	**All mfg.**	**21**	**9**	**202.8**	**.0099**	**82**
8062	*General medical & surgical hospitals*	*2*	*2*	*133.1*	*.0846*	*100*
Gilchrist	**All mfg.**	**1**		**.8**	**.0000**	**0**
Gulf	**All mfg.**	**6**	**3**	**96.6**	**.0047**	**88**

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Hamilton	**All mfg.**	**5**	**2**	**261.8**	**.0128**	**94**
2874	Phosphatic fertilizers	1	1	234.7	4.7166	100
Hardee	**All mfg.**	**8**	**2**	**41.2**	**.0020**	**35**
Hendry	**All mfg.**	**5**	**2**	**90.3**	**.0044**	**68**
Hernando	**All mfg.**	**14**	**4**	**85.3**	**.0042**	**72**
8062	*General medical & surgical hospitals*	*3*	*3*	*73.5*	*.0467*	*100*
Highlands	**All mfg.**	**17**	**4**	**119.0**	**.0058**	**59**
Hillsborough	**All mfg.**	**338**	**96**	**4,147.2**	**.2025**	**75**
2013	Sausages & other prepared meats	4	1	416.0	3.4481	95
2092	Fresh or frozen packaged seafoods	8	6	215.8	6.8337	93
2121	Cigars	9	4	57.3	12.4214	81
2711	Newspapers	6	1	79.3	.3052	81
2874	Phosphatic fertilizers	3	3	413.3	8.3059	100
3411	Metal cans	4	3	161.7	1.7590	95
3662	Radio & TV communication equipment	4	3	217.2	.5966	98
3691	Storage batteries	2	2	162.7	6.1715	100
3731	Ship building & repairing	5	4	143.1	1.3501	96
4911	*Electric services*	*3*	*1*	*634.2*	*.6742*	*95*
7011	*Hotels, motels, & tourist courts*	*32*	*4*	*89.5*	*.2971*	*41*
8062	*General medical & surgical hospitals*	*16*	*15*	*496.5*	*.3156*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*2*	*93.9*	*.4153*	*97*
Holmes	**All mfg.**	**6**	**3**	**29.6**	**.0014**	**75**
Indian River	**All mfg.**	**19**	**3**	**192.5**	**.0094**	**79**
3721	Aircraft	1	1	135.1	.4685	100
Jackson	**All mfg.**	**19**	**8**	**119.7**	**.0058**	**53**
Jefferson	**All mfg.**	**4**		**35.8**	**.0017**	**0**
Lafayette	**All mfg.**	**2**		**9.5**	**.0005**	**0**
Lake	**All mfg.**	**43**	**8**	**327.8**	**.0160**	**65**
Lee	**All mfg.**	**68**	**14**	**377.7**	**.0184**	**49**
7011	*Hotels, motels, & tourist courts*	*25*	*3*	*37.6*	*.1248*	*33*
8062	*General medical & surgical hospitals*	*2*	*2*	*61.9*	*.0393*	*100*
Leon	**All mfg.**	**33**	**8**	**192.6**	**.0094**	**52**
8062	*General medical & surgical hospitals*	*3*	*3*	*127.9*	*.0813*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*143.1*	*.6328*	*100*
Levy	**All mfg.**	**6**	**2**	**43.5**	**.0021**	**69**
Liberty	**All mfg.**	**2**	**1**	**10.7**	**.0005**	**90**
Madison	**All mfg.**	**7**	**4**	**216.1**	**.0106**	**92**
Manatee	**All mfg.**	**61**	**15**	**712.3**	**.0348**	**81**
2033	Canned fruits & vegetables	1	1	273.2	2.7213	100
8062	*General medical & surgical hospitals*	*1*	*1*	*54.3*	*.0345*	*100*
Marion	**All mfg.**	**67**	**18**	**740.6**	**.0362**	**68**
Martin	**All mfg.**	**22**	**6**	**204.2**	**.0100**	**77**
8062	*General medical & surgical hospitals*	*1*	*1*	*52.8*	*.0336*	*100*
Monroe	**All mfg.**	**5**		**21.8**	**.0011**	**0**
Nassau	**All mfg.**	**10**	**5**	**345.4**	**.0169**	**95**
Okaloosa	**All mfg.**	**28**	**9**	**228.2**	**.0111**	**77**
3662	Radio & TV communication equipment	2	2	103.7	.2848	100
8062	*General medical & surgical hospitals*	*5*	*5*	*77.1*	*.0490*	*100*
Okeechobee	**All mfg.**	**6**		**37.0**	**.0018**	**0**
Orange	**All mfg.**	**221**	**59**	**2,300.1**	**.1123**	**74**
2033	Canned fruits & vegetables	5	5	113.9	1.1346	100
2711	Newspapers	3	1	174.8	.6728	95
3769	Space-vehicle equipment n.e.c.	1	1	195.0	9.9221	100
5081	*Commercial-equipment wholesalers*	*11*	*3*	*161.4*	*.9616*	*36*
7011	*Hotels, motels, & tourist courts*	*58*	*18*	*426.9*	*1.4170*	*80*
8062	*General medical & surgical hospitals*	*10*	*10*	*386.7*	*.2458*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*79.7*	*.3525*	*97*
Osceola	**All mfg.**	**17**	**5**	**115.1**	**.0056**	**75**
7011	*Hotels, motels, & tourist courts*	*24*	*11*	*114.7*	*.3807*	*82*
Palm Beach	**All mfg.**	**177**	**51**	**3,520.9**	**.1719**	**88**
1611	*Highway & street construction*	*6*	*3*	*115.4*	*.6167*	*85*
1623	*Pipe- & utility-line construction*	*7*	*3*	*125.2*	*1.8177*	*92*
2033	Canned fruits & vegetables	3	1	188.3	1.8756	97
2061	Raw cane sugar	6	6	374.6	21.0131	100
2711	Newspapers	7	2	100.7	.3876	89
3573	Electronic computing equipment	2	1	906.6	1.7462	99
3662	Radio & TV communication equipment	4	2	155.6	.4274	96
3674	Semiconductors & related devices	5	2	47.4	.2923	70
3679	Electronic components n.e.c.	6	4	91.0	.5492	94
3724	Aircraft engines & engine parts	3	2	479.0	4.0609	98
6025	*National banks, federal reserve system*	*13*	*3*	*228.3*	*.1887*	*65*
7011	*Hotels, motels, & tourist courts*	*35*	*7*	*208.3*	*.6914*	*78*
8062	*General medical & surgical hospitals*	*13*	*12*	*311.9*	*.1983*	*98*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*46.2*	*.2043*	*100*
Pasco	**All mfg.**	**23**	**4**	**414.0**	**.0202**	**85**
2037	Frozen fruits & vegetables	3	2	314.2	5.6088	100
8062	*General medical & surgical hospitals*	*5*	*5*	*82.6*	*.0525*	*100*
Pinellas	**All mfg.**	**312**	**82**	**2,888.3**	**.1410**	**71**
2711	Newspapers	5	2	143.5	.5523	94
2751	Letterpress commercial printing	11	4	56.4	.9446	84
3662	Radio & TV communication equipment	8	2	604.2	1.6596	93
3674	Semiconductors & related devices	1	1	82.8	.5106	100
3679	Electronic components n.e.c.	9	4	98.6	.5950	83
3811	Engineering & scientific instruments	3	2	53.3	1.6729	97
3825	Electricity-measuring instruments	6	4	135.8	1.9699	91
4911	*Electric services*	*1*	*1*	*763.7*	*.8119*	*100*
7011	*Hotels, motels, & tourist courts*	*50*	*6*	*122.7*	*.4073*	*51*
8062	*General medical & surgical hospitals*	*18*	*17*	*677.6*	*.4307*	*99*
Polk	**All mfg.**	**196**	**71**	**4,372.2**	**.2135**	**87**
2033	Canned fruits & vegetables	11	9	317.2	3.1596	98
2037	Frozen fruits & vegetables	13	8	396.8	7.0833	95
2819	Industrial inorganic chemicals n.e.c.	6	5	150.2	1.1755	96
2874	Phosphatic fertilizers	9	9	2,041.8	41.0330	100
3721	Aircraft	1	1	135.1	.4685	100
7011	*Hotels, motels, & tourist courts*	*19*	*4*	*64.2*	*.2131*	*68*
8062	*General medical & surgical hospitals*	*6*	*4*	*185.2*	*.1177*	*95*
Putnam	**All mfg.**	**17**	**7**	**545.7**	**.0266**	**90**
2621	Paper mills, except building paper	1	1	173.6	.8531	100
St. Johns	**All mfg.**	**14**	**6**	**213.0**	**.0104**	**87**
St. Lucie	**All mfg.**	**23**	**8**	**204.7**	**.0100**	**76**
8062	*General medical & surgical hospitals*	*2*	*2*	*42.4*	*.0270*	*100*
Santa Rosa	**All mfg.**	**6**	**4**	**314.9**	**.0154**	**94**
Sarasota	**All mfg.**	**87**	**22**	**686.0**	**.0335**	**81**
3662	Radio & TV communication equipment	5	3	273.5	.7512	97
8062	*General medical & surgical hospitals*	*3*	*3*	*115.1*	*.0732*	*100*
Seminole	**All mfg.**	**63**	**16**	**516.8**	**.0252**	**58**
3661	Telephone & telegraph apparatus	2	2	149.8	.9059	100
3679	Electronic components n.e.c.	6	5	54.9	.3313	98
Sumter	**All mfg.**	**7**	**3**	**120.3**	**.0059**	**63**
Suwannee	**All mfg.**	**6**	**2**	**113.8**	**.0056**	**76**
Taylor	**All mfg.**	**15**	**4**	**298.5**	**.0146**	**84**
2611	Pulp mills	1	1	211.5	5.9895	100
Union	**All mfg.**	**2**	**2**	**15.3**	**.0007**	**100**
Volusia	**All mfg.**	**58**	**25**	**715.5**	**.0349**	**84**
3662	Radio & TV communication equipment	1	1	167.4	.4598	100
3679	Electronic components n.e.c.	2	2	74.2	.4478	100
7011	*Hotels, motels, & tourist courts*	*69*	*6*	*153.3*	*.5088*	*45*
8062	*General medical & surgical hospitals*	*8*	*8*	*132.8*	*.0844*	*100*
Wakulla	**All mfg.**	**4**	**1**	**29.6**	**.0014**	**68**
Walton	**All mfg.**	**8**	**2**	**103.1**	**.0050**	**56**
Washington	**All mfg.**	**4**		**8.5**	**.0004**	**0**
STATE TOTAL	**All mfg.**	**3,831**	**1,066**	**44,790.5**	**2.1871**	**75**

GEORGIA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Appling	**All mfg.**	**11**	**4**	**59.5**	**.0029**	**42**
4912	*Nuclear power*	*2*	*2*	*1,180.8*	*4.2386*	*100*
Atkinson	**All mfg.**	**6**	**2**	**35.3**	**.0017**	**76**
Bacon	**All mfg.**	**5**	**1**	**45.4**	**.0022**	**22**
Baker	**All mfg.**	**1**	**1**	**8.5**	**.0004**	**100**
Baldwin	**All mfg.**	**13**	**9**	**329.0**	**.0161**	**97**
8062	*General medical & surgical hospitals*	*2*	*2*	*164.2*	*.1044*	*100*
Banks	**All mfg.**	**6**	**2**	**204.7**	**.0100**	**95**
2016	Poultry-dressing plants	1	1	182.7	1.9748	100
Barrow	**All mfg.**	**20**	**14**	**356.8**	**.0174**	**95**
Bartow	**All mfg.**	**37**	**19**	**850.3**	**.0415**	**88**
2272	Tufted carpets & rugs	11	8	495.3	7.7198	93
Ben Hill	**All mfg.**	**16**	**9**	**147.7**	**.0072**	**79**
Berrien	**All mfg.**	**5**	**2**	**63.9**	**.0031**	**83**
2211	Cotton-weaving mills	1	1	28.3	.5304	100
Bibb	**All mfg.**	**99**	**38**	**1,285.9**	**.0628**	**77**
2111	Cigarettes	1	1	365.1	2.7015	100
8062	*General medical & surgical hospitals*	*5*	*4*	*143.9*	*.0915*	*98*
Bleckley	**All mfg.**	**4**	**2**	**85.1**	**.0042**	**93**
Brantley	**All mfg.**	**2**	**1**	**6.4**	**.0003**	**80**
Brooks	**All mfg.**	**4**	**4**	**49.5**	**.0024**	**100**
Bryan	**All mfg.**	**6**	**3**	**36.4**	**.0018**	**74**
Bulloch	**All mfg.**	**21**	**7**	**176.0**	**.0086**	**64**
Burke	**All mfg.**	**12**	**6**	**89.3**	**.0044**	**66**
Butts	**All mfg.**	**8**	**5**	**74.1**	**.0036**	**93**
Calhoun	**All mfg.**	**5**	**1**	**39.0**	**.0019**	**15**
Camden	**All mfg.**	**7**	**3**	**310.1**	**.0151**	**80**
Candler	**All mfg.**	**2**	**2**	**11.4**	**.0006**	**100**
Carroll	**All mfg.**	**38**	**22**	**822.2**	**.0401**	**95**
2311	Men's & boys' suits & coats	3	3	98.4	2.7874	100
3357	Nonferrous-wire drawing & insulating	1	1	326.8	3.8424	100
Catoosa	**All mfg.**	**3**	**2**	**131.9**	**.0064**	**98**
2272	Tufted carpets & rugs	1	1	120.0	1.8703	100
Charlton	**All mfg.**	**3**	**1**	**10.2**	**.0005**	**41**
Chatham	**All mfg.**	**83**	**30**	**2,148.8**	**.1049**	**87**
2631	Paperboard mills	2	2	206.3	1.8861	100
2643	Bags, except textile bags	2	1	351.5	5.6525	97
3715	Truck trailers	1	1	132.1	4.1026	100
6025	*National banks, federal reserve system*	*4*	*3*	*600.6*	*.4965*	*98*
7011	*Hotels, motels, & tourist courts*	*18*	*2*	*37.2*	*.1235*	*38*
8062	*General medical & surgical hospitals*	*4*	*3*	*156.0*	*.0992*	*97*
Chattooga	**All mfg.**	**10**	**6**	**267.1**	**.0130**	**97**
2211	Cotton-weaving mills	1	1	63.0	1.1807	100
Cherokee	**All mfg.**	**17**	**5**	**139.6**	**.0068**	**76**

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
GEORGIA (cont.)						
Clarke	**All mfg.**	49	24	617.2	.0301	85
2017	Poultry & egg processing	2	2	48.6	3.4586	100
3612	Transformers	1	1	88.5	2.7907	100
8221	*Colleges & universities n.e.c.*	*1*	*1*	*189.3*	*.8371*	*100*
Clay	**All mfg.**	2		4.8	.0002	0
Clayton	**All mfg.**	53	14	462.2	.0226	56
Clinch	**All mfg.**	3	1	113.6	.0055	92
Cobb	**All mfg.**	91	28	877.5	.0428	61
1611	*Highway & street construction*	*4*	*2*	*112.9*	*.6034*	*95*
8062	*General medical & surgical hospitals*	*3*	*2*	*54.6*	*.0347*	*96*
Coffee	**All mfg.**	20	8	409.3	.0200	80
2016	Poultry-dressing plants	2	2	156.4	1.6905	100
Colquitt	**All mfg.**	25	14	375.5	.0183	86
2328	Men's & boys' work clothing	2	2	66.0	1.3572	100
Columbia	**All mfg.**	10	4	170.1	.0083	78
Cook	**All mfg.**	6	4	70.0	.0034	92
Coweta	**All mfg.**	23	16	460.8	.0225	94
3354	Aluminum extruded products	1	1	185.3	6.4282	100
Crawford	**All mfg.**	1		3.4	.0002	0
Crisp	**All mfg.**	20	6	157.0	.0077	58
Dade	**All mfg.**	5	1	53.7	.0026	53
Dawson	**All mfg.**	2	1	9.5	.0005	71
Decatur	**All mfg.**	22	8	307.9	.0150	74
De Kalb	**All mfg.**	338	103	3,887.0	.1898	76
2099	Food preparations n.e.c.	5	3	159.9	1.4975	94
2711	Newspapers	5	2	113.9	.4384	91
2751	Letterpress commercial printing	7	3	67.6	1.1321	95
2752	Lithographic commercial printing	13	3	192.5	1.1353	66
2842	Polishes & sanitation goods	10	7	382.1	7.4973	94
3079	Miscellaneous plastics products	19	6	137.0	.4507	77
3312	Blast furnaces & steel mills	2	1	181.7	.5906	97
3613	Switchgear & switchboard apparatus	8	4	87.2	1.8494	77
3661	Telephone & telegraph apparatus	3	2	192.4	1.1636	94
4911	*Electric services*	*2*	*1*	*3,213.2*	*3.4160*	*99*
5081	*Commercial-equipment wholesalers*	*9*	*2*	*170.9*	*1.0182*	*77*
6025	*National banks, federal reserve system*	*5*	*2*	*493.7*	*.4081*	*96*
7011	*Hotels, motels, & tourist courts*	*47*	*15*	*229.7*	*.7624*	*76*
8062	*General medical & surgical hospitals*	*7*	*6*	*237.2*	*.1508*	*99*
8221	*Colleges & universities n.e.c.*	*9*	*4*	*82.9*	*.3666*	*87*
Dodge	**All mfg.**	5	3	43.3	.0021	88
Dooly	**All mfg.**	5	4	74.5	.0036	97
Dougherty	**All mfg.**	46	16	2,163.0	.1056	91
2082	Malt beverages	1	1	378.0	3.2306	100
2283	Wool-yarn mills	1	1	31.8	9.1091	100
2621	Paper mills, except building paper	1	1	297.9	1.4640	100
2647	Sanitary paper products	1	1	571.3	5.9932	100
3011	Tires & inner tubes	1	1	172.0	1.9305	100
8062	*General medical & surgical hospitals*	*2*	*2*	*66.2*	*.0421*	*100*
Douglas	**All mfg.**	8	3	251.1	.0123	96
Early	**All mfg.**	7	4	267.2	.0130	93
Effingham	**All mfg.**	5	2	34.0	.0017	41
Elbert	**All mfg.**	33	8	119.6	.0058	46
Emanuel	**All mfg.**	18	9	101.5	.0050	63
Evans	**All mfg.**	9	2	83.5	.0041	66
Fannin	**All mfg.**	3	1	45.1	.0022	82
Fayette	**All mfg.**	19	9	209.8	.0102	81
Floyd	**All mfg.**	53	21	871.5	.0426	81
2221	Synthetics- & silk-weaving mills	1	1	100.1	1.2946	100
2281	Yarn-spinning mills, except wool	1	1	111.3	2.4937	100
8062	*General medical & surgical hospitals*	*3*	*3*	*88.2*	*.0561*	*100*
Forsyth	**All mfg.**	8	2	54.5	.0027	64
Franklin	**All mfg.**	14	9	100.0	.0049	81
Fulton	**All mfg.**	278	78	5,278.1	.2577	82
2052	Cookies & crackers	3	2	150.8	3.5141	96
2321	Men's & boys' shirts & nightwear	1	1	54.6	1.3495	100
2751	Letterpress commercial printing	15	1	34.5	.5778	37
3644	Non-current-carrying wiring devices	1	1	202.4	7.2824	100
3711	Motor vehicles & passenger-car bodies	2	2	2,031.1	2.3907	100
4911	*Electric services*	*4*	*2*	*847.9*	*.9014*	*91*
5081	*Commercial-equipment wholesalers*	*7*	*2*	*273.8*	*1.6312*	*88*
7011	*Hotels, motels, & tourist courts*	*51*	*26*	*488.0*	*1.6198*	*93*
7372	*Computer programming & software*	*11*	*4*	*187.6*	*1.5650*	*63*
7374	*Data-processing services*	*13*	*5*	*192.6*	*1.9064*	*81*
8062	*General medical & surgical hospitals*	*15*	*11*	*777.3*	*.4941*	*98*
8221	*Colleges & universities n.e.c.*	*3*	*1*	*56.5*	*.2499*	*90*
Gilmer	**All mfg.**	11	9	150.8	.0074	93
Glascock	**All mfg.**	3	1	12.9	.0006	29
Glynn	**All mfg.**	29	11	434.0	.0212	83
2631	Paperboard mills	2	2	185.6	1.6969	100
7011	*Hotels, motels, & tourist courts*	*17*	*2*	*35.4*	*.1175*	*29*
Gordon	**All mfg.**	43	18	628.4	.0307	78
2272	Tufted carpets & rugs	17	9	464.6	7.2413	86
Grady	**All mfg.**	12	5	168.4	.0082	83
Greene	**All mfg.**	14	3	63.7	.0031	43
Gwinnett	**All mfg.**	81	30	1,052.8	.0514	79
3357	Nonferrous-wire drawing & insulating	1	1	431.7	5.0757	100
Habersham	**All mfg.**	23	11	456.5	.0223	93
2221	Synthetics- & silk-weaving mills	3	2	271.6	3.5127	99
Hall	**All mfg.**	67	31	1,118.0	.0546	84
2016	Poultry-dressing plants	5	6	277.6	3.0005	96
2211	Cotton-weaving mills	3	3	144.5	2.7081	100
Hancock	**All mfg.**	3		10.6	.0005	0
Haralson	**All mfg.**	18	10	246.5	.0120	85
2311	Men's & boys' suits & coats	3	3	87.6	2.4814	100
Harris	**All mfg.**	4	2	35.3	.0017	79
7011	*Hotels, motels, & tourist courts*	*1*	*1*	*34.3*	*.1138*	*100*
Hart	**All mfg.**	12	7	263.0	.0128	96
2328	Men's & boys' work clothing	1	1	60.0	1.2338	100
Heard	**All mfg.**	3	2	21.4	.0010	92
Henry	**All mfg.**	12	6	144.8	.0071	90
Houston	**All mfg.**	9	6	198.3	.0097	96
Irwin	**All mfg.**	6	3	101.2	.0049	87
Jackson	**All mfg.**	12	9	125.5	.0061	85
Jasper	**All mfg.**	7	4	48.5	.0024	90
Jeff Davis	**All mfg.**	9	6	111.6	.0054	95
2299	Textile goods n.e.c.	1	1	24.9	7.4663	100
Jefferson	**All mfg.**	17	9	180.3	.0088	85
Jenkins	**All mfg.**	7	4	64.7	.0032	80
8062	*General medical & surgical hospitals*	*1*	*1*	*61.8*	*.0393*	*100*
Johnson	**All mfg.**	9	3	59.2	.0029	48
Jones	**All mfg.**	1	1	17.6	.0009	100
Lamar	**All mfg.**	7	4	101.8	.0050	86
2254	Knit-underwear mills	1	1	46.0	4.7501	100
Lanier	**All mfg.**	1	1	2.4	.0001	100
Laurens	**All mfg.**	24	8	218.3	.0107	69
Lee	**All mfg.**	1	1	6.4	.0003	100
Liberty	**All mfg.**	5	2	40.8	.0020	65
Lincoln	**All mfg.**	4	2	25.9	.0013	48
Long	**All mfg.**	1		3.1	.0002	0
Lowndes	**All mfg.**	34	9	590.0	.0288	80
Lumpkin	**All mfg.**	4	3	47.2	.0023	92
McDuffie	**All mfg.**	14	5	72.0	.0035	69
McIntosh	**All mfg.**	4	1	33.2	.0016	26
Macon	**All mfg.**	11	7	541.2	.0264	97
Madison	**All mfg.**	5	4	28.0	.0014	83
Marion	**All mfg.**	2	2	45.4	.0022	100
Meriwether	**All mfg.**	15	5	219.8	.0107	75
3079	Miscellaneous plastics products	1	1	72.3	.2378	100
Miller	**All mfg.**	1		2.5	.0001	0
Mitchell	**All mfg.**	16	8	132.6	.0065	67
Monroe	**All mfg.**	10	8	90.1	.0044	91
Montgomery	**All mfg.**	5	3	33.4	.0016	90
Morgan	**All mfg.**	9	4	144.3	.0070	93
Murray	**All mfg.**	19	8	214.3	.0105	66
Muscogee	**All mfg.**	74	31	1,515.2	.0740	89
2065	Confectionery products	1	1	130.4	1.5394	100
2211	Cotton-weaving mills	4	4	182.4	3.4184	100
2221	Synthetics- & silk-weaving mills	1	1	92.6	1.1976	100
2281	Yarn-spinning mills, except wool	3	3	70.3	1.5751	100
3321	Gray-iron foundries	2	2	269.6	3.0015	100
8062	*General medical & surgical hospitals*	*5*	*4*	*139.1*	*.0884*	*97*
Newton	**All mfg.**	15	6	256.9	.0125	76
Oconee	**All mfg.**	2		2.8	.0001	0
Oglethorpe	**All mfg.**	3	1	11.1	.0005	40
Paulding	**All mfg.**	7	4	40.6	.0020	81
Peach	**All mfg.**	5	3	136.8	.0067	52
Pickens	**All mfg.**	6	4	33.4	.0016	84
Pierce	**All mfg.**	6	1	27.2	.0013	44
Pike	**All mfg.**	2	1	10.9	.0005	95
Polk	**All mfg.**	18	12	400.1	.0195	93
Pulaski	**All mfg.**	3	3	16.9	.0008	100
Putnam	**All mfg.**	6	2	64.9	.0032	65
Rabun	**All mfg.**	8	4	202.2	.0099	95
Randolph	**All mfg.**	8	2	51.8	.0025	40
Richmond	**All mfg.**	80	27	1,205.1	.0588	77
1611	*Highway & street construction*	*3*	*2*	*131.0*	*.7001*	*98*
8062	*General medical & surgical hospitals*	*6*	*6*	*342.5*	*.2177*	*100*
Rockdale	**All mfg.**	28	10	419.6	.0205	84

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3646	Commercial electric lighting fixtures	1	1	180.8	9.3786	100
Schley	**All mfg.**	6	1	31.7	.0015	52
Screven	**All mfg.**	7	4	103.8	.0051	92
Seminole	**All mfg.**	2		4.4	.0002	0
Spalding	**All mfg.**	31	14	380.0	.0186	79
2211	Cotton-weaving mills	3	2	94.1	1.7636	98
Stephens	**All mfg.**	26	12	304.5	.0149	83
2284	Thread mills	1	1	89.8	13.3651	100
Stewart	**All mfg.**	6	1	22.7	.0011	30
Sumter	**All mfg.**	28	8	324.4	.0158	75
Taliaferro	**All mfg.**	1		2.0	.0001	0
Tattnall	**All mfg.**	9	3	51.9	.0025	71
Taylor	**All mfg.**	3	2	22.7	.0011	91
Telfair	**All mfg.**	7	4	137.2	.0067	92
2328	Men's & boys' work clothing	1	1	72.0	1.4805	100
Terrell	**All mfg.**	4	4	108.7	.0053	100
Thomas	**All mfg.**	33	15	597.8	.0292	86
Tift	**All mfg.**	25	10	332.9	.0163	73
2341	Women's & children's underwear	1	1	39.4	1.5098	100
Toombs	**All mfg.**	17	4	124.7	.0061	47
Towns	**All mfg.**	3	1	10.1	.0005	65
Treutlen	**All mfg.**	2	1	18.3	.0009	60
Troup	**All mfg.**	50	25	581.6	.0284	81
2211	Cotton-weaving mills	4	4	70.8	1.3269	100
Turner	**All mfg.**	4	3	45.7	.0022	98
Twiggs	**All mfg.**	6	5	124.5	.0061	96
2231	Wool-fabric weaving & finishing mills	1	1	39.8	4.3148	100
Union	**All mfg.**	1	1	4.5	.0002	100
Upson	**All mfg.**	14	8	342.9	.0167	82
2296	Tire cord & fabric	2	2	185.3	21.3430	100
Walker	**All mfg.**	34	18	444.1	.0217	90
Walton	**All mfg.**	17	9	162.6	.0079	81
Ware	**All mfg.**	31	8	251.1	.0123	62
Warren	**All mfg.**	5	4	45.9	.0022	98
Washington	**All mfg.**	16	7	79.7	.0039	63
Wayne	**All mfg.**	16	5	162.9	.0080	74
2611	Pulp mills	1	1	102.6	2.9055	100
Webster	**All mfg.**	1		.9	.0000	0
Wheeler	**All mfg.**	1	1	9.8	.0005	100
White	**All mfg.**	6	4	45.3	.0022	77
Whitfield	**All mfg.**	119	53	3,253.6	.1589	89
2272	Tufted carpets & rugs	44	27	2,531.9	39.4623	94
2281	Yarn-spinning mills, except wool	6	4	66.1	1.4810	88
3069	Fabricated rubber products n.e.c.	4	2	56.8	.9611	88
3272	Concrete products n.e.c.	1	1	73.9	2.1648	100
Wilcox	**All mfg.**	1		4.7	.0002	0
Wilkes	**All mfg.**	13	6	93.2	.0046	75
Wilkinson	**All mfg.**	6	3	217.2	.0106	96
3295	Ground or treated minerals & earths	3	2	207.9	14.9032	99
Worth	**All mfg.**	6	4	46.3	.0023	87
STATE TOTAL	**All mfg.**	3,057	1,239	46,656.8	2.2782	82

HAWAII

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Hawaii	**All mfg.**	25	11	451.7	.0221	83
2061	Raw cane sugar	5	5	221.3	12.4138	100
Honolulu	**All mfg.**	211	52	3,527.5	.1722	82
2033	Canned fruits & vegetables	4	2	518.3	5.1628	98
2061	Raw cane sugar	2	2	160.0	8.9752	100
2339	Women's & misses' outerwear n.e.c.	19	6	83.1	1.7586	74
4911	*Electric services*	*1*	*1*	*549.1*	*.5838*	*100*
7011	*Hotels, motels, & tourist courts*	*46*	*16*	*363.4*	*1.2062*	*85*
8062	*General medical & surgical hospitals*	*12*	*11*	*420.6*	*.2673*	*99*
Kauai	**All mfg.**	11	4	333.7	.0163	86
2061	Raw cane sugar	4	4	286.9	16.0936	100
Maui	**All mfg.**	23	5	478.4	.0234	86
2061	Raw cane sugar	3	3	307.2	17.2323	100
7011	*Hotels, motels, & tourist courts*	*11*	*5*	*46.1*	*.1530*	*82*
STATE TOTAL	**All mfg.**	270	72	4,791.3	.2340	83

IDAHO

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Ada	**All mfg.**	57	14	989.5	.0483	81
1623	*Pipe- & utility-line construction*	*2*	*1*	*89.0*	*1.2921*	*97*
1629	*Heavy construction n.e.c.*	*3*	*1*	*893.5*	*3.9725*	*99*
3573	Electronic computing equipment	1	1	238.9	.4602	100
4911	*Electric services*	*1*	*1*	*294.9*	*.3135*	*100*
6025	*National banks, federal reserve system*	*2*	*2*	*518.4*	*.4285*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*65.5*	*.0416*	*100*
Adams	**All mfg.**	2	1	12.7	.0006	77
Bannock	**All mfg.**	15	7	770.1	.0376	95
3532	Mining machinery	1	1	83.5	4.0690	100
3674	Semiconductors & related devices	1	1	96.7	.5964	100

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Bear Lake	**All mfg.**	1		3.8	.0002	0
Benewah	**All mfg.**	6	2	46.1	.0023	58
Bingham	**All mfg.**	8	6	226.9	.0111	96
2034	Dehydrated fruits, vegetables, & soups	4	4	145.7	8.8604	100
Blaine	**All mfg.**	2	1	14.4	.0007	65
Boise	**All mfg.**	1	1	13.7	.0007	100
Bonner	**All mfg.**	11	5	87.7	.0043	76
Bonneville	**All mfg.**	28	8	203.9	.0100	58
Boundary	**All mfg.**	1	1	14.5	.0007	100
Canyon	**All mfg.**	37	18	702.7	.0343	78
2034	Dehydrated fruits, vegetables, & soups	2	1	151.6	9.2192	95
Caribou	**All mfg.**	3	2	167.6	.0082	96
Cassia	**All mfg.**	9	3	228.2	.0111	92
2037	Frozen fruits & vegetables	1	1	154.2	2.7526	100
Clearwater	**All mfg.**	6	1	93.4	.0046	38
Elmore	**All mfg.**	1		3.3	.0002	0
Franklin	**All mfg.**	2		5.8	.0003	0
Fremont	**All mfg.**	1	1	32.7	.0016	100
Gem	**All mfg.**	3	2	43.5	.0021	96
Idaho	**All mfg.**	4	2	52.8	.0026	58
Jefferson	**All mfg.**	3	2	100.5	.0049	72
Jerome	**All mfg.**	6	3	139.5	.0068	92
Kootenai	**All mfg.**	20	13	342.7	.0167	86
2421	General sawmills & planing mills	6	6	149.4	1.1641	100
Latah	**All mfg.**	5	1	26.0	.0013	52
Lemhi	**All mfg.**	1		4.3	.0002	0
Lewis	**All mfg.**	1		2.9	.0001	0
Lincoln	**All mfg.**	1		13.1	.0006	0
Madison	**All mfg.**	5	4	49.7	.0024	88
Minidoka	**All mfg.**	8	4	231.8	.0113	94
2037	Frozen fruits & vegetables	1	1	98.9	1.7655	100
Nez Perce	**All mfg.**	14	8	369.7	.0181	93
2611	Pulp mills	1	1	107.8	3.0528	100
Payette	**All mfg.**	2	1	15.2	.0007	86
Power	**All mfg.**	2	2	124.6	.0061	100
Shoshone	**All mfg.**	8	3	86.4	.0042	75
Twin Falls	**All mfg.**	23	8	497.7	.0243	70
Valley	**All mfg.**	1	1	9.8	.0005	100
Washington	**All mfg.**	1	1	18.8	.0009	100
STATE TOTAL	**All mfg.**	299	126	5,746.0	.2806	83

ILLINOIS

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adams	**All mfg.**	46	17	973.0	.0475	88
2048	Prepared feeds n.e.c.	3	2	325.2	3.5257	99
3561	Pumps & pumping equipment	1	1	72.1	1.3356	100
8062	*General medical & surgical hospitals*	*2*	*2*	*72.1*	*.0458*	*100*
Alexander	**All mfg.**	8	4	193.6	.0095	81
Bond	**All mfg.**	6	3	89.4	.0044	88
Boone	**All mfg.**	18	7	2,219.1	.1084	99
3711	Motor vehicles & passenger-car bodies	1	1	2,090.4	2.4605	100
Brown	**All mfg.**	2		6.9	.0003	0
Bureau	**All mfg.**	28	9	247.8	.0121	69
Carroll	**All mfg.**	10	4	99.6	.0049	69
Cass	**All mfg.**	8	2	162.1	.0079	83
Champaign	**All mfg.**	57	23	1,309.8	.0640	90
2079	Shortening & cooking oils n.e.c.	2	2	712.9	15.8141	100
8062	*General medical & surgical hospitals*	*6*	*4*	*115.1*	*.0751*	*95*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*76.2*	*.3370*	*100*
Christian	**All mfg.**	16	8	464.9	.0227	85
Clark	**All mfg.**	10	4	188.4	.0092	87
Clay	**All mfg.**	11	3	76.8	.0038	42
Clinton	**All mfg.**	6	2	38.7	.0019	58
Coles	**All mfg.**	44	23	759.1	.0371	85
Cook	**All mfg.**	5,194	1,640	64,383.3	3.1438	79
1211	*Bituminous-coal & lignite mining*	*3*	*2*	*454.2*	*2.7320*	*100*
1611	*Highway & street construction*	*34*	*14*	*435.8*	*2.3290*	*76*
1622	*Bridge & tunnel construction*	*9*	*4*	*205.1*	*3.8621*	*88*
1623	*Pipe- & utility-line construction*	*19*	*9*	*171.5*	*2.4898*	*77*
1629	*Heavy construction n.e.c.*	*27*	*12*	*591.2*	*2.6285*	*84*
2011	Meat-packing plants	44	19	1,927.1	3.8446	83
2013	Sausages & other prepared meats	43	19	696.6	5.7739	80
2033	Canned fruits & vegetables	13	8	172.7	1.7203	89
2035	Pickles, sauces, & salad dressings	14	5	257.7	6.1807	69
2051	Bread, cake, & related products	46	25	808.2	5.4640	90
2052	Cookies & crackers	9	6	430.8	10.0389	95
2065	Confectionery products	39	19	1,841.4	21.7387	95
2067	Chewing gum	1	1	188.9	21.8786	100
2086	Bottled & canned soft drinks	11	8	451.9	2.5377	98
2087	Flavoring extracts & syrups n.e.c.	15	3	501.5	12.5172	77
2099	Food preparations n.e.c.	40	15	576.7	5.4010	73
2291	Felt goods, except woven felts & hats	7	3	47.1	18.7799	83
2335	Women's & misses' dresses	12	4	69.8	1.6617	77
2392	House furnishings n.e.c.	17	6	147.5	5.4031	63

1985 S&MM Est.

ILLINOIS (Cook cont.)

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
2399	Fabricated textile products n.e.c.	15	3	48.3	4.0210	51
2431	Millwork	24	5	140.3	2.5864	72
2499	Wood products n.e.c.	29	10	143.3	4.0179	71
2512	Upholstered wood household furniture	16	3	63.9	1.3125	47
2514	Metal household furniture	16	10	173.6	8.6922	89
2515	Mattresses & bedsprings	14	3	94.8	3.7005	61
2531	Public-building & related furniture	12	4	78.6	4.7349	78
2541	Wood partitions & fixtures	14	3	80.4	3.8258	57
2542	Metal partitions & fixtures	15	5	161.3	6.8423	74
2599	Furniture & fixtures n.e.c.	9	2	117.7	8.2015	80
2641	Paper coating & glazing	21	11	312.5	5.1841	75
2642	Envelopes	13	7	119.8	6.4371	80
2643	Bags, except textile bags	16	5	191.6	3.0811	62
2649	Converted paper products n.e.c.	24	6	99.0	3.4972	55
2651	Folding paperboard boxes	31	12	201.8	5.3699	69
2653	Corrugated & solid fiber boxes	55	24	527.8	4.7260	70
2654	Sanitary food containers	6	5	253.6	10.8599	99
2711	Newspapers	42	15	810.8	3.1209	89
2721	Periodicals	73	15	1,288.8	10.1605	64
2731	Book publishing	26	16	577.0	6.3338	90
2741	Miscellaneous publishing	29	14	302.9	9.0572	85
2751	Letterpress commercial printing	140	36	782.9	13.1117	84
2752	Lithographic commercial printing	134	37	1,587.7	9.3638	67
2753	Engraving & plate printing	14	5	44.6	11.1864	72
2761	Manifold business forms	15	7	449.9	6.3616	93
2771	Greeting-card publishing	13	4	167.2	6.7084	75
2782	Blankbooks & looseleaf binders	14	6	135.4	5.5182	73
2789	Bookbinding & related work	23	7	75.5	8.1200	60
2791	Typesetting	24	2	65.0	6.2869	23
2793	Photoengraving	14	4	33.6	12.2807	56
2819	Industrial inorganic chemicals n.e.c.	17	7	230.9	1.8071	77
2821	Plastics materials & synthetic resins	14	3	450.3	2.2812	72
2834	Pharmaceutical preparations	16	1	596.1	2.7342	77
2841	Soap & other detergents	20	3	392.8	3.8204	47
2842	Polishes & sanitation goods	36	7	287.5	5.6411	52
2844	Toilet preparations	24	10	870.4	8.5425	90
2851	Paints & allied products	61	17	814.7	8.8099	73
2869	Industrial organic chemicals n.e.c.	21	6	679.6	1.7849	65
2891	Adhesives & sealants	21	3	184.0	6.9173	54
2893	Printing ink	22	10	300.0	21.2811	78
2899	Chemical preparations n.e.c.	40	6	289.0	4.5020	36
2911	Petroleum refining	7	3	2,408.5	1.3963	73
3069	Fabricated rubber products n.e.c.	34	12	158.9	2.6888	71
3079	Miscellaneous plastics products	204	72	1,215.3	3.9978	68
3143	Men's nonathletic footwear	1	1	110.1	4.4887	100
3229	Pressed & blown glass n.e.c.	9	3	99.3	2.6325	80
3231	Products of purchased glass	23	9	191.1	6.2525	76
3272	Concrete products n.e.c.	17	6	74.4	2.1795	74
3291	Abrasive products	14	4	219.2	7.0591	68
3293	Gaskets, packing, & sealing devices	17	6	334.5	17.9222	90
3312	Blast furnaces & steel mills	22	13	1,489.5	4.8414	96
3315	Steel wire & related products	10	5	65.3	3.1782	70
3316	Cold-rolled steel sheet, strip, & bars	36	13	204.1	9.1492	70
3317	Steel pipe & tubes	12	6	138.6	4.4250	89
3321	Gray-iron foundries	12	4	111.2	1.2380	74
3322	Malleable-iron foundries	2	2	49.0	10.3682	100
3325	Steel foundries n.e.c.	10	4	64.4	1.9415	85
3341	Secondary nonferrous metals	16	6	292.3	6.0488	73
3353	Aluminum sheet, plate, & foil	1	1	255.9	4.4006	100
3361	Aluminum foundries	29	10	172.1	5.3958	59
3362	Brass, bronze, & copper foundries	13	5	44.2	6.2236	71
3369	Nonferrous foundries n.e.c.	16	4	30.0	3.1014	57
3411	Metal cans	13	10	651.4	7.0860	96
3412	Metal shipping barrels, drums, & pails	13	3	125.1	10.3022	67
3423	Hand & edge tools n.e.c.	24	5	158.8	5.0922	63
3429	Hardware n.e.c.	35	15	336.5	5.2740	75
3432	Plumbing fittings & brass goods	8	5	122.3	8.0753	93
3441	Fabricated structural metal	56	11	484.6	5.0078	73
3442	Metal doors, sash, & trim	35	7	131.2	2.6267	45
3443	Fabricated plate work (boiler shops)	25	4	141.4	1.3901	49
3444	Sheet-metal work	58	15	292.1	4.3349	54
3446	Architectural & ornamental metal work	13	4	87.6	7.6600	76
3449	Miscellaneous metal work	18	4	118.3	4.9544	43
3451	Screw-machine products	74	11	199.2	8.7757	37
3452	Bolts, nuts, rivets, & washers	59	17	393.0	9.2641	68
3462	Iron & steel forgings	41	13	380.2	9.5403	78
3465	Automotive stampings	3	2	595.8	7.2122	98
3466	Crowns & closures	9	6	160.0	20.7388	93
3469	Metal stampings n.e.c.	85	21	510.1	7.0918	65
3471	Plating & polishing	86	12	156.5	7.0372	34
3479	Metal coating & allied services n.e.c.	37	8	147.2	5.8026	47
3493	Steel springs, except wire	12	4	49.7	10.9810	67
3494	Valves & pipe fittings	21	10	205.5	2.1513	74
3495	Wire springs	12	5	113.0	10.2606	84
3496	Miscellaneous fabricated wire products	50	12	113.3	5.7268	53
3499	Fabricated metal products n.e.c.	57	12	255.5	5.5570	56
3523	Farm machinery & equipment	9	3	152.8	1.6060	86
3531	Construction machinery	9	5	1,064.0	8.0243	98
3535	Conveyors & conveying equipment	12	3	86.0	3.9761	74
3536	Hoists, industrial cranes, & monorails	5	2	70.6	6.9189	86
3537	Industrial trucks & tractors	13	8	103.4	5.6596	94
3541	Metal-cutting machine tools	32	9	149.7	3.3276	61
3542	Metal-forming machine tools	21	8	240.2	19.6611	88
3544	Special dies, tools, jigs, & fixtures	137	13	242.9	5.9547	32
3545	Machine-tool accessories	19	7	139.1	4.0594	81
3546	Power-driven hand tools	7	4	78.2	5.4958	87
3551	Food-products machinery	32	12	163.4	6.8374	73
3555	Printing-trades machinery	33	9	211.8	8.3010	65
3559	Special-industry machinery n.e.c.	41	15	276.2	5.3884	81
3561	Pumps & pumping equipment	26	11	218.8	4.0530	75
3563	Air & gas compressors	4	3	90.5	3.2588	97
3564	Blowers & exhaust & ventilation fans	15	4	70.6	3.7928	77
3566	Speed changers, drives, & gears	11	3	100.9	7.1086	79
3567	Industrial-process furnaces & ovens	13	5	55.6	5.9965	76
3568	Power-transmission equipment n.e.c.	21	9	132.9	7.2910	66
3569	General industrial machinery n.e.c.	34	13	259.7	6.8952	84
3573	Electronic computing equipment	10	5	250.1	.4817	93
3579	Office machines n.e.c.	26	15	795.2	13.2974	94
3585	Refrigeration & heating equipment	15	6	213.4	1.6127	85
3586	Measuring & dispensing pumps	3	1	73.4	18.8253	94
3589	Service-industry machinery n.e.c.	22	4	137.2	5.7162	63
3599	Machinery, except electrical, n.e.c.	142	11	480.1	4.7549	38
3612	Transformers	20	7	217.7	6.8649	82
3613	Switchgear & switchboard apparatus	24	11	374.4	7.9406	88
3621	Motors & generators	23	11	218.0	3.5722	83
3622	Industrial controls	20	10	261.3	4.9355	87
3632	Household refrigerators & freezers	1	1	296.2	9.1035	100
3636	Sewing machines	5	3	87.8	23.9629	97
3643	Current-carrying wiring devices	20	10	164.4	5.2618	86
3644	Non-current-carrying wiring devices	6	4	204.4	7.3544	90
3645	Residential electric lighting fixtures	17	7	104.7	8.0712	83
3646	Commercial electric lighting fixtures	10	2	97.9	5.0783	52
3648	Lighting equipment n.e.c.	17	6	103.6	7.7778	66
3651	Radio & TV receiving sets	23	13	965.0	13.2816	95
3661	Telephone & telegraph apparatus	8	6	2,045.4	12.3697	99
3662	Radio & TV communication equipment	36	15	786.0	2.1589	90
3671	Electron tubes	4	2	304.0	13.0232	97
3677	Electronic coils & transformers	18	9	109.3	9.8771	80
3678	Electronic connectors	6	6	255.4	9.1130	100
3679	Electronic components n.e.c.	54	20	555.6	3.3530	85
3693	X-ray apparatus & tubes	10	7	264.5	6.6146	95
3694	Engine electrical equipment	9	5	106.2	2.7038	88
3699	Electrical equipment & supplies n.e.c.	13	3	65.2	5.1306	59
3711	Motor vehicles & passenger-car bodies	3	3	2,121.4	2.4969	100
3714	Motor-vehicle parts & accessories	51	17	967.8	2.0487	77
3743	Railroad equipment	17	7	409.9	10.9581	90
3811	Engineering & scientific instruments	15	7	94.7	2.9723	83
3822	Environmental controls	11	6	124.5	6.9557	93
3825	Electricity-measuring instruments	17	8	220.1	3.1928	80
3829	Measuring & controlling devices n.e.c.	12	7	89.2	4.4716	78
3832	Optical instruments & lenses	15	3	104.4	3.1022	46
3841	Surgical & medical instruments	20	8	514.2	10.8798	94
3842	Surgical appliances & supplies	18	7	232.4	4.1222	83
3843	Dental equipment & supplies	15	8	161.5	11.4490	86
3861	Photographic equipment & supplies	41	12	847.0	4.8437	67
3931	Musical instruments & parts	13	5	106.2	8.2820	86
3944	Games, toys, & children's vehicles	15	9	329.4	5.2907	91
3949	Sporting & athletic goods n.e.c.	21	9	115.0	3.1269	73
3953	Marking devices	15	3	20.4	10.2874	51
3993	Signs & advertising displays	76	16	176.2	9.1934	54
3999	Manufactures n.e.c.	49	15	512.0	17.0564	89
4011	*Line-haul-operating railroads*	*16*	*9*	*2,932.6*	*13.4797*	*99*
4911	*Electric services*	*3*	*2*	*2,701.8*	*2.8723*	*100*
4924	*Natural-gas distribution*	*8*	*1*	*1,029.1*	*4.7645*	*83*
5051	*Metals service centers & sales offices*	*99*	*20*	*5,155.6*	*11.1180*	*58*
5063	*Electrical-power-equipment wholesalers*	*61*	*7*	*1,935.2*	*6.3929*	*59*
5065	*Electronic-parts wholesalers*	*38*	*1*	*651.9*	*3.7931*	*9*
5081	*Commercial-equipment wholesalers*	*73*	*15*	*2,519.6*	*15.0111*	*79*
5084	*Industrial-machinery distributors*	*132*	*16*	*1,908.1*	*5.8736*	*38*
5085	*Industrial-supply distributors*	*111*	*6*	*1,216.4*	*4.1018*	*22*
6025	*National banks, federal reserve system*	*92*	*37*	*7,298.5*	*6.0329*	*95*
7011	*Hotels, motels, & tourist courts*	*113*	*46*	*790.2*	*2.6228*	*88*
7372	*Computer programming & software*	*30*	*8*	*218.5*	*1.8227*	*77*
7374	*Data-processing services*	*46*	*11*	*275.6*	*2.7299*	*73*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
8062	*General medical & surgical hospitals*	*76*	*73*	*4,584.2*	*2.9139*	*100*
8221	*Colleges & universities n.e.c.*	*27*	*18*	*722.2*	*3.1938*	*97*
Crawford	**All mfg.**	**15**	**8**	**1,643.7**	**.0803**	**95**
Cumberland	**All mfg.**	**4**	**2**	**22.1**	**.0011**	**83**
De Kalb	**All mfg.**	**54**	**17**	**704.5**	**.0344**	**77**
3661	Telephone & telegraph apparatus	1	1	221.0	1.3365	100
De Witt	**All mfg.**	**8**	**3**	**89.4**	**.0044**	**81**
Douglas	**All mfg.**	**11**	**3**	**115.7**	**.0056**	**74**
Du Page	**All mfg.**	**612**	**173**	**5,852.5**	**.2858**	**73**
1622	*Bridge & tunnel construction*	*1*	*1*	*102.8*	*1.9358*	*100*
1629	*Heavy construction n.e.c.*	*5*	*2*	*138.6*	*.6162*	*93*
2046	Wet corn milling	1	1	272.4	7.2491	100
2721	Periodicals	5	3	349.7	2.7569	97
2751	Letterpress commercial printing	19	3	37.2	.6230	51
2752	Lithographic commercial printing	17	6	248.8	1.4673	73
3079	Miscellaneous plastics products	44	15	230.4	.7579	67
3499	Fabricated metal products n.e.c.	10	2	87.9	1.9118	68
3599	Machinery, except electrical, n.e.c.	19	2	66.2	.6556	45
3661	Telephone & telegraph apparatus	5	3	416.8	2.5206	99
3679	Electronic components n.e.c.	16	3	54.6	.3295	46
5084	*Industrial-machinery distributors*	*15*	*2*	*316.5*	*.9743*	*59*
7011	*Hotels, motels, & tourist courts*	*21*	*3*	*52.3*	*.1736*	*37*
7372	*Computer programming & software*	*13*	*6*	*206.4*	*1.7218*	*84*
8062	*General medical & surgical hospitals*	*5*	*5*	*237.2*	*.1508*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*2*	*49.5*	*.2189*	*86*
Edgar	**All mfg.**	**12**	**6**	**114.4**	**.0056**	**89**
Edwards	**All mfg.**	**6**	**4**	**292.9**	**.0143**	**99**
3714	Motor-vehicle parts & accessories	2	2	274.7	.5815	100
Effingham	**All mfg.**	**21**	**6**	**337.5**	**.0165**	**78**
2752	Lithographic commercial printing	2	2	198.8	1.1725	100
3585	Refrigeration & heating equipment	2	2	56.9	.4300	100
Fayette	**All mfg.**	**10**	**3**	**82.1**	**.0040**	**73**
Ford	**All mfg.**	**17**	**8**	**259.3**	**.0127**	**90**
Franklin	**All mfg.**	**13**	**1**	**43.6**	**.0021**	**16**
1211	*Bituminous-coal & lignite mining*	*3*	*3*	*145.8*	*.8770*	*100*
Fulton	**All mfg.**	**9**	**2**	**76.2**	**.0037**	**19**
Gallatin	**All mfg.**	**3**	**1**	**16.7**	**.0008**	**58**
Greene	**All mfg.**	**3**	**2**	**29.9**	**.0015**	**58**
Grundy	**All mfg.**	**25**	**7**	**746.3**	**.0364**	**79**
4912	*Nuclear power*	*3*	*3*	*527.7*	*1.8942*	*100*
Hamilton	**All mfg.**	**3**		**5.4**	**.0003**	**0**
Hancock	**All mfg.**	**6**	**2**	**54.4**	**.0027**	**31**
Hardin	**All mfg.**	**1**	**1**	**15.9**	**.0008**	**100**
Henry	**All mfg.**	**23**	**8**	**244.0**	**.0119**	**74**
Iroquois	**All mfg.**	**23**	**6**	**285.2**	**.0139**	**75**
Jackson	**All mfg.**	**12**	**4**	**126.6**	**.0062**	**67**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*50.8*	*.2247*	*100*
Jasper	**All mfg.**	**3**	**2**	**74.6**	**.0036**	**98**
Jefferson	**All mfg.**	**15**	**7**	**276.1**	**.0135**	**90**
Jersey	**All mfg.**	**2**	**2**	**14.3**	**.0007**	**100**
Jo Daviess	**All mfg.**	**16**	**5**	**174.7**	**.0085**	**61**
Kane	**All mfg.**	**346**	**115**	**3,779.7**	**.1846**	**79**
2335	Women's & misses' dresses	1	1	72.1	1.7165	100
2522	Metal office furniture	3	2	160.6	4.5343	94
2542	Metal partitions & fixtures	5	4	113.7	4.8231	94
3079	Miscellaneous plastics products	32	9	211.1	.6944	62
3531	Construction machinery	2	2	68.6	.5174	100
3537	Industrial trucks & tractors	3	1	145.8	7.9803	97
3544	Special dies, tools, jigs, & fixtures	7	4	59.7	1.4636	90
3592	Carburetors, pistons, rings, & valves	1	1	55.5	2.6160	100
3622	Industrial controls	7	3	103.9	1.9625	90
3661	Telephone & telegraph apparatus	2	2	249.2	1.5071	100
3662	Radio & TV communication equipment	4	2	186.6	.5125	96
4924	*Natural-gas distribution*	*3*	*1*	*954.9*	*4.4210*	*96*
5084	*Industrial-machinery distributors*	*5*	*1*	*148.9*	*.4584*	*79*
8062	*General medical & surgical hospitals*	*6*	*6*	*237.9*	*.1512*	*100*
Kankakee	**All mfg.**	**56**	**20**	**1,034.5**	**.0505**	**83**
3524	Lawn & garden equipment	1	1	81.9	5.9189	100
8062	*General medical & surgical hospitals*	*3*	*3*	*131.8*	*.0838*	*100*
Kendall	**All mfg.**	**20**	**3**	**112.4**	**.0055**	**30**
Knox	**All mfg.**	**23**	**11**	**729.4**	**.0356**	**90**
3519	Internal-combustion engines n.e.c.	1	1	138.7	1.4878	100
3632	Household refrigerators & freezers	1	1	277.0	8.5134	100
Lake	**All mfg.**	**262**	**92**	**3,620.2**	**.1768**	**85**
2051	Bread, cake, & related products	2	1	112.3	.7592	95
2751	Letterpress commercial printing	11	5	28.7	.4807	75
2834	Pharmaceutical preparations	3	2	1,053.9	4.8340	100
3079	Miscellaneous plastics products	20	9	158.6	.5217	80
3519	Internal-combustion engines n.e.c.	1	1	369.9	3.9679	100
3531	Construction machinery	2	2	116.1	.8756	100
4912	*Nuclear power*	*2*	*2*	*595.0*	*2.1358*	*100*
6025	*National banks, federal reserve system*	*18*	*2*	*174.2*	*.1440*	*31*
7011	*Hotels, motels, & tourist courts*	*12*	*3*	*33.4*	*.1109*	*53*
8062	*General medical & surgical hospitals*	*8*	*8*	*402.5*	*.2558*	*100*
La Salle	**All mfg.**	**84**	**31**	**1,365.0**	**.0667**	**78**
3211	Flat glass	1	1	119.4	5.4914	100

1985 S&MM Est.

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
3221	Glass containers	2	2	230.0	6.1177	100
3241	Hydraulic cement	2	2	193.7	4.2535	100
4912	*Nuclear power*	*1*	*1*	*307.8*	*1.1049*	*100*
8062	*General medical & surgical hospitals*	*4*	*3*	*70.6*	*.0449*	*94*
Lawrence	**All mfg.**	**6**	**4**	**1,275.3**	**.0623**	**100**
Lee	**All mfg.**	**24**	**12**	**332.7**	**.0162**	**52**
3714	Motor-vehicle parts & accessories	2	2	149.5	.3165	100
Livingston	**All mfg.**	**31**	**12**	**223.7**	**.0109**	**74**
Logan	**All mfg.**	**16**	**9**	**234.9**	**.0115**	**87**
McDonough	**All mfg.**	**16**	**7**	**231.5**	**.0113**	**84**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*67.1*	*.2967*	*100*
McHenry	**All mfg.**	**170**	**59**	**1,494.3**	**.0730**	**76**
3079	Miscellaneous plastics products	17	2	84.4	.2776	42
3369	Nonferrous foundries n.e.c.	3	2	20.4	2.1090	95
3622	Industrial controls	3	2	103.8	1.9606	95
3679	Electronic components n.e.c.	9	3	60.6	.3657	75
McLean	**All mfg.**	**39**	**11**	**510.7**	**.0249**	**74**
3622	Industrial controls	1	1	71.3	1.3467	100
3635	Household vacuum cleaners	1	1	146.5	17.5449	100
8062	*General medical & surgical hospitals*	*3*	*3*	*67.4*	*.0428*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*92.3*	*.4082*	*100*
Macon	**All mfg.**	**61**	**23**	**2,337.6**	**.1141**	**90**
2046	Wet corn milling	2	2	697.2	18.5539	100
3011	Tires & inner tubes	1	1	201.9	2.2660	100
3322	Malleable-iron foundries	2	1	37.1	7.8502	97
3494	Valves & pipe fittings	2	2	59.4	.6218	100
3531	Construction machinery	1	1	587.8	4.4330	100
4931	*Electric & other services combined*	*1*	*1*	*884.9*	*2.8872*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*68.2*	*.0433*	*100*
Macoupin	**All mfg.**	**15**	**6**	**120.5**	**.0059**	**73**
Madison	**All mfg.**	**91**	**40**	**2,289.4**	**.1118**	**90**
3312	Blast furnaces & steel mills	3	2	641.7	2.0857	99
3325	Steel foundries n.e.c.	2	2	74.9	2.2580	100
3351	Copper rolling & drawing	1	1	315.0	7.2114	100
3482	Small-arms ammunition	1	1	181.8	28.1424	100
8062	*General medical & surgical hospitals*	*7*	*7*	*179.2*	*.1139*	*100*
Marion	**All mfg.**	**33**	**16**	**937.4**	**.0458**	**92**
2754	Gravure commercial printing	1	1	536.2	19.4522	100
3079	Miscellaneous plastics products	4	3	75.5	.2484	98
8062	*General medical & surgical hospitals*	*3*	*3*	*60.2*	*.0383*	*100*
Marshall	**All mfg.**	**6**	**2**	**80.1**	**.0039**	**80**
Mason	**All mfg.**	**9**	**1**	**43.4**	**.0021**	**22**
Massac	**All mfg.**	**5**	**3**	**143.5**	**.0070**	**93**
Menard	**All mfg.**	**4**	**1**	**14.5**	**.0007**	**36**
Mercer	**All mfg.**	**3**		**6.4**	**.0003**	**0**
Monroe	**All mfg.**	**2**		**2.5**	**.0001**	**0**
Montgomery	**All mfg.**	**21**	**8**	**184.5**	**.0090**	**76**
Morgan	**All mfg.**	**16**	**8**	**486.3**	**.0237**	**95**
3079	Miscellaneous plastics products	1	1	81.7	.2688	100
Moultrie	**All mfg.**	**12**	**4**	**82.3**	**.0040**	**61**
Ogle	**All mfg.**	**38**	**18**	**666.3**	**.0325**	**92**
2033	Canned fruits & vegetables	2	2	59.4	.5917	100
2283	Wool-yarn mills	1	1	24.3	6.9608	100
Peoria	**All mfg.**	**109**	**29**	**4,047.6**	**.1976**	**93**
3312	Blast furnaces & steel mills	1	1	88.5	.2877	100
3321	Gray-iron foundries	1	1	249.8	2.7810	100
3519	Internal-combustion engines n.e.c.	1	1	1,088.1	11.6720	100
3531	Construction machinery	4	3	1,783.9	13.4535	100
4931	*Electric & other services combined*	*2*	*1*	*288.3*	*.9406*	*94*
7011	*Hotels, motels, & tourist courts*	*7*	*3*	*38.9*	*.1291*	*79*
8062	*General medical & surgical hospitals*	*4*	*4*	*245.0*	*.1557*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*50.1*	*.2216*	*100*
Perry	**All mfg.**	**8**	**4**	**151.9**	**.0074**	**92**
1211	*Bituminous-coal & lignite mining*	*3*	*3*	*238.4*	*1.4340*	*100*
Piatt	**All mfg.**	**6**	**1**	**75.5**	**.0037**	**59**
Pike	**All mfg.**	**10**	**1**	**84.0**	**.0041**	**15**
Pulaski	**All mfg.**	**4**		**19.1**	**.0009**	**0**
Putnam	**All mfg.**	**6**	**3**	**119.6**	**.0058**	**87**
Randolph	**All mfg.**	**8**	**4**	**218.9**	**.0107**	**90**
2732	Book printing	1	1	155.0	5.0115	100
Richland	**All mfg.**	**9**	**2**	**162.4**	**.0079**	**70**
3751	Motorcycles, bicycles, & parts	2	1	109.7	7.2128	93
Rock Island	**All mfg.**	**95**	**35**	**2,680.5**	**.1309**	**87**
3321	Gray-iron foundries	2	1	106.9	1.1901	94
3523	Farm machinery & equipment	4	4	1,284.7	13.5031	100
4912	*Nuclear power*	*2*	*2*	*449.0*	*1.6117*	*100*
8062	*General medical & surgical hospitals*	*4*	*4*	*133.0*	*.0845*	*100*
St. Clair	**All mfg.**	**79**	**27**	**1,228.0**	**.0600**	**74**
2819	Industrial inorganic chemicals n.e.c.	2	2	193.4	1.5136	100
8062	*General medical & surgical hospitals*	*5*	*5*	*185.3*	*.1178*	*100*
Saline	**All mfg.**	**10**	**2**	**42.0**	**.0021**	**24**
Sangamon	**All mfg.**	**56**	**14**	**599.6**	**.0293**	**71**
8062	*General medical & surgical hospitals*	*4*	*4*	*245.1*	*.1558*	*100*
Schuyler	**All mfg.**	**2**		**11.9**	**.0006**	**0**
Scott	**All mfg.**	**2**		**5.0**	**.0002**	**0**
Shelby	**All mfg.**	**2**	**1**	**50.1**	**.0024**	**91**

1985 S&MM Est.

ILLINOIS (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Stark	**All mfg.**	**6**	**2**	**48.9**	**.0024**	**36**
Stephenson	**All mfg.**	**30**	**11**	**693.6**	**.0339**	**90**
3011	Tires & inner tubes	1	1	186.1	2.0887	100
3643	Current-carrying wiring devices	1	1	154.8	4.9546	100
Tazewell	**All mfg.**	**39**	**10**	**462.5**	**.0226**	**77**
Union	**All mfg.**	**10**	**6**	**98.3**	**.0048**	**92**
Vermilion	**All mfg.**	**71**	**31**	**1,521.1**	**.0743**	**89**
3079	Miscellaneous plastics products	3	3	83.2	.2737	100
3465	Automotive stampings	1	1	140.8	1.7044	100
3537	Industrial trucks & tractors	1	1	64.9	3.5523	100
8062	*General medical & surgical hospitals*	*4*	*4*	*133.0*	*.0845*	*100*
Wabash	**All mfg.**	**14**	**7**	**222.7**	**.0109**	**80**
Warren	**All mfg.**	**6**	**3**	**148.0**	**.0072**	**84**
Washington	**All mfg.**	**5**	**1**	**35.5**	**.0017**	**18**
Wayne	**All mfg.**	**7**	**4**	**159.3**	**.0078**	**94**
White	**All mfg.**	**4**	**1**	**18.3**	**.0009**	**28**
Whiteside	**All mfg.**	**39**	**18**	**778.7**	**.0380**	**90**
3312	Blast furnaces & steel mills	2	2	265.5	.8630	100
3429	Hardware n.e.c.	4	3	88.8	1.3918	97
3822	Environmental controls	1	1	60.5	3.3801	100
Will	**All mfg.**	**159**	**44**	**2,069.1**	**.1010**	**79**
3531	Construction machinery	1	1	193.3	1.4578	100
3931	Musical instruments & parts	1	1	77.7	6.0594	100
8062	*General medical & surgical hospitals*	*2*	*2*	*49.8*	*.0317*	*100*
Williamson	**All mfg.**	**33**	**7**	**362.7**	**.0177**	**76**
3633	Household laundry equipment	1	1	177.2	7.3390	100
8062	*General medical & surgical hospitals*	*3*	*3*	*56.5*	*.0359*	*100*
Winnebago	**All mfg.**	**320**	**105**	**3,486.7**	**.1703**	**80**
3429	Hardware n.e.c.	3	2	162.4	2.5453	98
3452	Bolts, nuts, rivets, & washers	11	5	231.1	5.4476	88
3541	Metal-cutting machine tools	13	9	261.7	5.8172	96
3545	Machine-tool accessories	6	5	68.9	2.0107	98
3552	Textile machinery	1	1	52.8	4.2321	100
3561	Pumps & pumping equipment	5	4	93.5	1.7320	97
3599	Machinery, except electrical, n.e.c.	26	2	72.6	.7190	28
3714	Motor-vehicle parts & accessories	4	4	386.6	.8184	100
3728	Aircraft equipment n.e.c.	3	2	97.5	1.0357	98
3822	Environmental controls	3	2	65.9	3.6818	96
8062	*General medical & surgical hospitals*	*4*	*4*	*156.8*	*.0997*	*100*
Woodford	**All mfg.**	**17**	**4**	**172.1**	**.0084**	**41**
STATE TOTAL	**All mfg.**	**8,966**	**2,925**	**125,023.4**	**6.1048**	**81**

INDIANA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adams	**All mfg.**	**30**	**14**	**391.2**	**.0191**	**86**
Allen	**All mfg.**	**201**	**60**	**2,903.9**	**.1418**	**79**
3011	Tires & inner tubes	1	1	199.4	2.2380	100
3079	Miscellaneous plastics products	16	8	115.4	.3796	76
3599	Machinery, except electrical, n.e.c.	9	1	178.8	1.7708	89
3612	Transformers	1	1	66.3	2.0907	100
3621	Motors & generators	4	4	169.3	2.7742	100
3662	Radio & TV communication equipment	2	2	315.8	.8674	100
6025	*National banks, federal reserve system*	*3*	*3*	*168.4*	*.1392*	*100*
8062	*General medical & surgical hospitals*	*4*	*4*	*529.1*	*.3363*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*47.2*	*.2087*	*93*
Bartholomew	**All mfg.**	**43**	**19**	**1,677.2**	**.0819**	**96**
2514	Metal household furniture	1	1	79.9	4.0006	100
3519	Internal-combustion engines n.e.c.	2	2	1,028.9	11.0370	100
3714	Motor-vehicle parts & accessories	1	1	197.2	.4174	100
Benton	**All mfg.**	**8**		**27.3**	**.0013**	**0**
Blackford	**All mfg.**	**20**	**9**	**239.0**	**.0117**	**82**
Boone	**All mfg.**	**15**	**4**	**105.5**	**.0052**	**65**
Brown	**All mfg.**	**2**		**3.0**	**.0001**	**0**
Carroll	**All mfg.**	**12**	**6**	**150.9**	**.0074**	**86**
Cass	**All mfg.**	**31**	**17**	**454.1**	**.0222**	**90**
8062	*General medical & surgical hospitals*	*2*	*2*	*52.5*	*.0334*	*100*
Clark	**All mfg.**	**35**	**13**	**799.9**	**.0391**	**90**
3483	Ammunition, except small-arms, n.e.c.	2	1	43.9	3.3666	96
Clay	**All mfg.**	**9**	**1**	**130.0**	**.0063**	**71**
Clinton	**All mfg.**	**25**	**11**	**395.6**	**.0193**	**73**
Crawford	**All mfg.**	**4**		**7.3**	**.0004**	**0**
Daviess	**All mfg.**	**13**	**2**	**112.9**	**.0055**	**11**
Dearborn	**All mfg.**	**16**	**6**	**1,186.0**	**.0579**	**98**
2085	Distilled liquor, except brandy	2	2	1,073.7	22.6457	100
Decatur	**All mfg.**	**13**	**6**	**138.3**	**.0068**	**72**
De Kalb	**All mfg.**	**34**	**17**	**629.8**	**.0308**	**85**
Delaware	**All mfg.**	**67**	**23**	**1,056.1**	**.0516**	**87**
3612	Transformers	1	1	106.2	3.3489	100
3714	Motor-vehicle parts & accessories	3	2	441.2	.9340	98
8062	*General medical & surgical hospitals*	*1*	*1*	*59.3*	*.0377*	*100*
Dubois	**All mfg.**	**56**	**29**	**677.7**	**.0331**	**86**
2434	Wood kitchen cabinets	4	4	109.9	5.2436	100
2511	Wood household furniture	6	3	50.7	.8012	81
2517	Wood TV & radio cabinets	1	1	71.0	18.4224	100
2521	Wood office furniture	10	7	106.4	6.6742	89
Elkhart	**All mfg.**	**322**	**118**	**3,079.3**	**.1504**	**74**
2451	Mobile homes	22	12	278.1	4.7151	73
3069	Fabricated rubber products n.e.c.	8	5	82.3	1.3926	89
3079	Miscellaneous plastics products	14	3	63.6	.2092	38
3494	Valves & pipe fittings	2	1	74.1	.7757	96
3676	Electronic resistors	1	1	48.6	5.5347	100
3732	Boat building & repairing	5	3	66.7	3.0171	91
3792	Travel trailers & campers	35	17	305.8	21.1509	83
3822	Environmental controls	1	1	20.8	1.1621	100
3931	Musical instruments & parts	7	3	85.8	6.6911	90
8062	*General medical & surgical hospitals*	*2*	*2*	*71.3*	*.0453*	*100*
Fayette	**All mfg.**	**18**	**9**	**984.7**	**.0481**	**97**
3585	Refrigeration & heating equipment	1	1	245.3	1.8538	100
3639	Household appliances n.e.c.	1	1	155.9	7.9294	100
3714	Motor-vehicle parts & accessories	3	3	491.9	1.0413	100
Floyd	**All mfg.**	**39**	**14**	**316.7**	**.0155**	**72**
Fountain	**All mfg.**	**9**	**4**	**82.8**	**.0040**	**79**
Franklin	**All mfg.**	**4**	**3**	**88.2**	**.0043**	**96**
Fulton	**All mfg.**	**23**	**8**	**183.8**	**.0090**	**67**
Gibson	**All mfg.**	**15**	**6**	**417.3**	**.0204**	**81**
Grant	**All mfg.**	**47**	**20**	**1,365.2**	**.0667**	**90**
3221	Glass containers	2	2	15.2	.4043	100
3357	Nonferrous-wire drawing & insulating	2	2	221.2	2.6008	100
3465	Automotive stampings	1	1	192.0	2.3242	100
3662	Radio & TV communication equipment	1	1	213.4	.5862	100
3671	Electron tubes	1	1	187.3	8.0238	100
8062	*General medical & surgical hospitals*	*2*	*2*	*98.3*	*.0625*	*100*
Greene	**All mfg.**	**10**	**5**	**186.0**	**.0091**	**93**
Hamilton	**All mfg.**	**38**	**16**	**429.8**	**.0210**	**71**
3493	Steel springs, except wire	1	1	31.5	6.9598	100
Hancock	**All mfg.**	**12**	**6**	**178.1**	**.0087**	**92**
Harrison	**All mfg.**	**10**	**4**	**68.2**	**.0033**	**68**
Hendricks	**All mfg.**	**6**	**1**	**19.6**	**.0010**	**24**
Henry	**All mfg.**	**26**	**10**	**299.6**	**.0146**	**79**
8062	*General medical & surgical hospitals*	*2*	*2*	*79.6*	*.0506*	*100*
Howard	**All mfg.**	**34**	**16**	**1,551.1**	**.0757**	**96**
3369	Nonferrous foundries n.e.c.	1	1	61.5	6.3579	100
3651	Radio & TV receiving sets	1	1	505.3	6.9546	100
3714	Motor-vehicle parts & accessories	2	2	747.1	1.5815	100
8062	*General medical & surgical hospitals*	*2*	*2*	*54.5*	*.0346*	*100*
Huntington	**All mfg.**	**42**	**18**	**484.2**	**.0236**	**76**
3677	Electronic coils & transformers	3	3	69.9	6.3166	100
Jackson	**All mfg.**	**39**	**19**	**476.2**	**.0233**	**78**
3079	Miscellaneous plastics products	3	3	45.4	.1493	100
Jasper	**All mfg.**	**11**	**6**	**206.2**	**.0101**	**80**
Jay	**All mfg.**	**18**	**6**	**261.8**	**.0128**	**79**
3221	Glass containers	1	1	73.7	1.9603	100
Jefferson	**All mfg.**	**19**	**9**	**217.4**	**.0106**	**78**
Jennings	**All mfg.**	**10**	**4**	**73.5**	**.0036**	**82**
8062	*General medical & surgical hospitals*	*2*	*2*	*56.8*	*.0361*	*100*
Johnson	**All mfg.**	**22**	**9**	**358.8**	**.0175**	**91**
3714	Motor-vehicle parts & accessories	2	2	155.7	.3296	100
Knox	**All mfg.**	**14**	**9**	**253.2**	**.0124**	**81**
8062	*General medical & surgical hospitals*	*1*	*1*	*51.8*	*.0329*	*100*
Kosciusko	**All mfg.**	**79**	**31**	**1,472.4**	**.0719**	**89**
3841	Surgical & medical instruments	2	1	118.0	2.4967	97
La Grange	**All mfg.**	**30**	**9**	**322.7**	**.0158**	**73**
3792	Travel trailers & campers	3	3	70.8	4.8969	100
Lake	**All mfg.**	**181**	**64**	**6,728.0**	**.3285**	**90**
2911	Petroleum refining	3	1	1,663.0	.9641	93
3312	Blast furnaces & steel mills	4	2	2,064.3	6.7006	99
3316	Cold-rolled steel sheet, strip, & bars	6	5	588.4	26.3762	100
3317	Steel pipe & tubes	3	2	49.0	1.5644	94
3325	Steel foundries n.e.c.	3	2	73.8	2.2248	93
3341	Secondary nonferrous metals	3	1	369.7	7.6504	95
3441	Fabricated structural metal	9	1	112.4	1.1615	71
3714	Motor-vehicle parts & accessories	1	1	141.1	.2987	100
3743	Railroad equipment	3	3	69.1	1.8473	100
6025	*National banks, federal reserve system*	*7*	*5*	*214.1*	*.1770*	*93*
8062	*General medical & surgical hospitals*	*6*	*6*	*322.8*	*.2052*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*57.6*	*.2547*	*100*
La Porte	**All mfg.**	**86**	**38**	**922.6**	**.0451**	**78**
3079	Miscellaneous plastics products	7	5	72.1	.2372	85

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
INDIANA (La Porte, cont.)						
3563	Air & gas compressors	2	2	91.2	3.2840	100
8062	*General medical & surgical hospitals*	*4*	*4*	*168.2*	*.1069*	*100*
Lawrence	**All mfg.**	**26**	**9**	**287.7**	**.0140**	**82**
3714	Motor-vehicle parts & accessories	3	2	149.0	.3154	92
Madison	**All mfg.**	**57**	**19**	**1,010.1**	**.0493**	**86**
3647	Vehicular lighting equipment	1	1	79.6	8.8968	100
3691	Storage batteries	1	1	237.6	9.0126	100
3694	Engine electrical equipment	1	1	153.0	3.8953	100
8062	*General medical & surgical hospitals*	*3*	*3*	*70.7*	*.0449*	*100*
Marion	**All mfg.**	**514**	**184**	**9,707.7**	**.4740**	**87**
1611	*Highway & street construction*	*9*	*4*	*105.1*	*.5617*	*85*
2051	Bread, cake, & related products	6	5	96.5	.6524	97
2086	Bottled & canned soft drinks	4	4	160.3	.9002	100
2522	Metal office furniture	1	1	166.1	4.6896	100
2711	Newspapers	3	1	121.5	.4677	95
2752	Lithographic commercial printing	12	3	147.0	.8670	64
2834	Pharmaceutical preparations	3	3	627.6	2.8786	100
3443	Fabricated plate work (boiler shops)	8	4	66.8	.6567	75
3499	Fabricated metal products n.e.c.	7	3	93.1	2.0249	91
3519	Internal-combustion engines n.e.c.	2	2	667.4	7.1592	100
3544	Special dies, tools, jigs, & fixtures	20	3	47.1	1.1547	34
3562	Ball & roller bearings	1	1	64.7	2.1516	100
3564	Blowers & exhaust & ventilation fans	5	4	187.2	10.0569	98
3568	Power-transmission equipment n.e.c.	4	2	85.6	4.6961	94
3585	Refrigeration & heating equipment	6	4	356.1	2.6911	97
3652	Phonograph records & pre-recorded tape	2	1	183.2	6.9210	94
3662	Radio & TV communication equipment	5	2	146.1	.4013	94
3679	Electronic components n.e.c.	5	1	241.0	1.4544	95
3694	Engine electrical equipment	1	1	197.1	5.0181	100
3713	Truck & bus bodies	4	1	63.2	2.2494	96
3714	Motor-vehicle parts & accessories	7	5	541.5	1.1463	96
3724	Aircraft engines & engine parts	2	1	1,056.7	8.9586	100
3825	Electricity-measuring instruments	4	3	92.7	1.3447	97
4911	*Electric services*	*1*	*1*	*354.3*	*.3767*	*100*
5065	*Electronic-parts wholesalers*	*9*	*3*	*511.6*	*2.9767*	*74*
5081	*Commercial-equipment wholesalers*	*15*	*3*	*212.4*	*1.2654*	*46*
5085	*Industrial-supply distributors*	*28*	*2*	*351.9*	*1.1866*	*28*
6025	*National banks, federal reserve system*	*4*	*4*	*884.5*	*.7311*	*100*
7011	*Hotels, motels, & tourist courts*	*49*	*9*	*127.3*	*.4225*	*55*
8062	*General medical & surgical hospitals*	*11*	*11*	*855.8*	*.5440*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*84.4*	*.3732*	*96*
Marshall	**All mfg.**	**60**	**17**	**523.4**	**.0256**	**63**
Martin	**All mfg.**	**4**	**3**	**74.6**	**.0036**	**87**
Miami	**All mfg.**	**28**	**17**	**317.6**	**.0155**	**82**
Monroe	**All mfg.**	**30**	**12**	**962.9**	**.0470**	**91**
3632	Household refrigerators & freezers	1	1	185.1	5.6889	100
3651	Radio & TV receiving sets	1	1	436.7	6.0104	100
3662	Radio & TV communication equipment	1	1	113.6	.3120	100
8221	*Colleges & universities n.e.c.*	*1*	*1*	*120.0*	*.5307*	*100*
Montgomery	**All mfg.**	**25**	**15**	**674.8**	**.0330**	**94**
2732	Book printing	1	1	358.0	11.5749	100
Morgan	**All mfg.**	**12**	**5**	**90.4**	**.0044**	**74**
Newton	**All mfg.**	**9**	**5**	**79.4**	**.0039**	**63**
Noble	**All mfg.**	**46**	**20**	**537.4**	**.0262**	**76**
Orange	**All mfg.**	**9**	**7**	**175.4**	**.0086**	**96**
Owen	**All mfg.**	**4**	**1**	**22.6**	**.0011**	**72**
Parke	**All mfg.**	**5**	**1**	**22.9**	**.0011**	**36**
Perry	**All mfg.**	**11**	**7**	**140.6**	**.0069**	**90**
Pike	**All mfg.**	**1**		**6.0**	**.0003**	**0**
Porter	**All mfg.**	**37**	**15**	**966.4**	**.0472**	**90**
3312	Blast furnaces & steel mills	1	1	622.8	2.0243	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	59.7	2.6762	100
Posey	**All mfg.**	**10**	**4**	**774.6**	**.0378**	**96**
2821	Plastics materials & synthetic resins	1	1	267.7	1.3561	100
Pulaski	**All mfg.**	**10**	**2**	**51.5**	**.0025**	**32**
Putnam	**All mfg.**	**6**	**3**	**86.6**	**.0042**	**96**
Randolph	**All mfg.**	**22**	**10**	**243.9**	**.0119**	**85**
3221	Glass containers	1	1	94.6	2.5162	100
Ripley	**All mfg.**	**11**	**7**	**293.7**	**.0143**	**92**
2531	Public-building & related furniture	1	1	130.0	7.8313	100
3995	Burial caskets	1	1	86.9	13.8134	100
Rush	**All mfg.**	**10**	**4**	**113.2**	**.0055**	**59**
St. Joseph	**All mfg.**	**219**	**63**	**2,682.9**	**.1310**	**79**
3069	Fabricated rubber products n.e.c.	4	1	52.2	.8833	90

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
3079	Miscellaneous plastics products	19	10	120.6	.3967	81
3711	Motor vehicles & passenger-car bodies	2	2	780.7	.9189	100
3714	Motor-vehicle parts & accessories	4	4	453.7	.9604	100
3728	Aircraft equipment n.e.c.	2	2	62.9	.6682	100
8062	*General medical & surgical hospitals*	*6*	*6*	*162.3*	*.1032*	*100*
Scott	**All mfg.**	**10**	**4**	**150.9**	**.0074**	**88**
Shelby	**All mfg.**	**30**	**13**	**363.9**	**.0178**	**81**
Spencer	**All mfg.**	**9**	**6**	**140.0**	**.0068**	**92**
Starke	**All mfg.**	**6**	**2**	**37.7**	**.0018**	**42**
Steuben	**All mfg.**	**29**	**8**	**335.8**	**.0164**	**72**
Sullivan	**All mfg.**	**6**	**1**	**24.4**	**.0012**	**10**
Switzerland	**All mfg.**	**4**	**2**	**35.0**	**.0017**	**85**
Tippecanoe	**All mfg.**	**61**	**24**	**1,270.6**	**.0620**	**86**
2834	Pharmaceutical preparations	1	1	115.1	.5279	100
3354	Aluminum extruded products	1	1	206.9	7.1775	100
3566	Speed changers, drives, & gears	2	1	58.3	4.1074	95
8062	*General medical & surgical hospitals*	*3*	*2*	*93.4*	*.0594*	*95*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*66.9*	*.2959*	*100*
Tipton	**All mfg.**	**7**	**2**	**113.8**	**.0056**	**85**
Union	**All mfg.**	**2**	**1**	**12.3**	**.0006**	**76**
Vanderburgh	**All mfg.**	**123**	**50**	**2,678.0**	**.1308**	**90**
2023	Condensed & evaporated milk	1	1	597.2	11.3185	100
2086	Bottled & canned soft drinks	5	4	71.3	.4004	96
2834	Pharmaceutical preparations	1	1	334.3	1.5333	100
3079	Miscellaneous plastics products	14	7	133.9	.4405	84
3632	Household refrigerators & freezers	1	1	430.7	13.2372	100
8062	*General medical & surgical hospitals*	*4*	*4*	*214.0*	*.1360*	*100*
Vermillion	**All mfg.**	**8**	**4**	**179.8**	**.0088**	**94**
Vigo	**All mfg.**	**60**	**29**	**1,575.6**	**.0769**	**91**
3353	Aluminum sheet, plate, & foil	1	1	245.8	4.2269	100
3652	Phonograph records & pre-recorded tape	1	1	280.8	10.6082	100
8062	*General medical & surgical hospitals*	*3*	*3*	*72.4*	*.0460*	*100*
Wabash	**All mfg.**	**31**	**18**	**570.0**	**.0278**	**83**
3069	Fabricated rubber products n.e.c.	1	1	50.3	.8511	100
Warren	**All mfg.**	**2**		**5.5**	**.0003**	**0**
Warrick	**All mfg.**	**13**	**2**	**288.7**	**.0141**	**87**
1211	*Bituminous-coal & lignite mining*	*6*	*5*	*299.0*	*1.7985*	*95*
3353	Aluminum sheet, plate, & foil	1	1	243.5	4.1874	100
Washington	**All mfg.**	**18**	**8**	**147.9**	**.0072**	**72**
Wayne	**All mfg.**	**67**	**26**	**812.8**	**.0397**	**83**
3357	Nonferrous-wire drawing & insulating	2	1	85.7	1.0076	92
8062	*General medical & surgical hospitals*	*2*	*2*	*67.1*	*.0427*	*100*
Wells	**All mfg.**	**16**	**7**	**203.2**	**.0099**	**83**
3621	Motors & generators	1	1	65.9	1.0799	100
White	**All mfg.**	**13**	**5**	**92.3**	**.0045**	**76**
Whitley	**All mfg.**	**22**	**5**	**125.5**	**.0061**	**49**
STATE TOTAL	**All mfg.**	**3,501**	**1,346**	**61,123.1**	**2.9846**	**85**
IOWA						
Adair	**All mfg.**	**2**	**1**	**15.6**	**.0008**	**44**
Adams	**All mfg.**	**2**		**2.3**	**.0001**	**0**
Allamakee	**All mfg.**	**8**	**5**	**105.2**	**.0051**	**58**
Appanoose	**All mfg.**	**3**	**2**	**43.4**	**.0021**	**94**
Audubon	**All mfg.**	**3**		**10.0**	**.0005**	**0**
Benton	**All mfg.**	**10**	**1**	**58.6**	**.0029**	**20**
Black Hawk	**All mfg.**	**64**	**17**	**1,196.0**	**.0584**	**87**
2011	Meat-packing plants	1	1	202.1	.4032	100
3523	Farm machinery & equipment	5	3	606.7	6.3769	99
8062	*General medical & surgical hospitals*	*4*	*4*	*111.7*	*.0710*	*100*
Boone	**All mfg.**	**15**	**4**	**85.5**	**.0042**	**53**
Bremer	**All mfg.**	**11**	**2**	**172.8**	**.0084**	**82**
Buchanan	**All mfg.**	**7**	**1**	**60.9**	**.0030**	**42**
Buena Vista	**All mfg.**	**7**	**2**	**58.1**	**.0028**	**47**
Butler	**All mfg.**	**1**		**4.6**	**.0002**	**0**
Calhoun	**All mfg.**	**5**		**17.3**	**.0008**	**0**
Carroll	**All mfg.**	**10**	**2**	**136.9**	**.0067**	**71**
Cass	**All mfg.**	**17**	**4**	**119.2**	**.0058**	**54**
Cedar	**All mfg.**	**10**		**65.3**	**.0032**	**0**
Cerro Gordo	**All mfg.**	**37**	**14**	**393.4**	**.0192**	**55**
Cherokee	**All mfg.**	**11**	**3**	**252.0**	**.0123**	**90**
Chickasaw	**All mfg.**	**5**	**1**	**96.5**	**.0047**	**67**
Clarke	**All mfg.**	**8**	**2**	**53.7**	**.0026**	**72**
Clay	**All mfg.**	**15**	**3**	**164.7**	**.0080**	**69**
Clayton	**All mfg.**	**15**	**2**	**97.6**	**.0048**	**26**
Clinton	**All mfg.**	**35**	**20**	**1,103.9**	**.0539**	**94**
2046	Wet corn milling	1	1	283.7	7.5498	100
Crawford	**All mfg.**	**5**	**2**	**179.2**	**.0088**	**95**
Dallas	**All mfg.**	**14**	**1**	**291.9**	**.0143**	**85**
8062	*General medical & surgical hospitals*	*2*	*2*	*56.4*	*.0358*	*100*
Davis	**All mfg.**	**2**		**6.5**	**.0003**	**0**
Decatur	**All mfg.**	**3**	**1**	**9.5**	**.0005**	**55**
Delaware	**All mfg.**	**10**	**2**	**75.2**	**.0037**	**38**
Des Moines	**All mfg.**	**36**	**17**	**524.5**	**.0256**	**85**
3537	Industrial trucks & tractors	1	1	65.9	3.6070	100

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Dickinson	All mfg.	7	3	90.2	.0044	75
Dubuque	All mfg.	57	20	1,327.9	.0648	90
3531	Construction machinery	1	1	892.3	6.7294	100
8062	*General medical & surgical hospitals*	*3*	*3*	*74.8*	*.0475*	*100*
Emmet	All mfg.	8	5	271.4	.0133	97
Fayette	All mfg.	15	2	71.8	.0035	34
Floyd	All mfg.	4	2	94.9	.0046	95
Franklin	All mfg.	7	3	36.4	.0018	81
Fremont	All mfg.	2		15.2	.0007	0
Greene	All mfg.	7	2	34.4	.0017	56
Grundy	All mfg.	8	1	51.4	.0025	5
Guthrie	All mfg.	1		3.1	.0002	0
Hamilton	All mfg.	16	2	190.9	.0093	52
Hancock	All mfg.	9	4	111.2	.0054	84
Hardin	All mfg.	21	4	182.3	.0089	63
Harrison	All mfg.	3		7.9	.0004	0
Henry	All mfg.	10	5	153.0	.0075	90
Howard	All mfg.	4	1	19.1	.0009	49
Humboldt	All mfg.	8		27.2	.0013	0
Ida	All mfg.	5	2	44.7	.0022	87
Iowa	All mfg.	15	5	76.9	.0038	67
Jackson	All mfg.	9	1	64.1	.0031	11
Jasper	All mfg.	14	3	585.4	.0286	91
3633	Household laundry equipment	1	1	480.8	19.9130	100
Jefferson	All mfg.	14	7	95.0	.0046	78
Johnson	All mfg.	19	8	406.1	.0198	86
8062	*General medical & surgical hospitals*	*3*	*3*	*228.3*	*.1451*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*50.8*	*.2247*	*100*
Jones	All mfg.	12	5	271.7	.0133	91
Keokuk	All mfg.	1		1.7	.0001	0
Kossuth	All mfg.	12	6	141.9	.0069	72
Lee	All mfg.	33	19	851.4	.0416	90
3069	Fabricated rubber products n.e.c.	1	1	103.6	1.7531	100
3951	Pens & mechanical pencils	1	1	35.8	3.1550	100
Linn	All mfg.	89	32	3,262.0	.1593	88
2011	Meat-packing plants	1	1	707.2	1.4109	100
2043	Cereal breakfast foods	2	2	361.1	8.6872	100
3531	Construction machinery	5	3	183.0	1.3801	97
3551	Food-products machinery	2	2	49.3	2.0629	100
3662	Radio & TV communication equipment	2	1	658.9	1.8098	99
8062	*General medical & surgical hospitals*	*2*	*2*	*111.8*	*.0711*	*100*
Louisa	All mfg.	4	1	51.9	.0025	65
Lucas	All mfg.	4	1	28.6	.0014	39
Lyon	All mfg.	3	1	30.9	.0015	25
Madison	All mfg.	1		5.7	.0003	0
Mahaska	All mfg.	15	4	125.7	.0061	56
Marion	All mfg.	9	4	278.1	.0136	88
2431	Millwork	1	1	61.3	1.1300	100
8062	*General medical & surgical hospitals*	*3*	*3*	*64.6*	*.0411*	*100*
Marshall	All mfg.	26	9	759.7	.0371	91
3494	Valves & pipe fittings	2	1	197.7	2.0697	99
Mills	All mfg.	2	1	10.8	.0005	65
8062	*General medical & surgical hospitals*	*1*	*1*	*51.2*	*.0325*	*100*
Mitchell	All mfg.	6	1	34.4	.0017	22
Monona	All mfg.	2		5.8	.0003	0
Monroe	All mfg.	5	2	35.2	.0017	87
Montgomery	All mfg.	12	4	118.0	.0058	75
Muscatine	All mfg.	38	15	1,078.7	.0527	93
2522	Metal office furniture	1	1	102.5	2.8939	100
O'Brien	All mfg.	7	3	314.7	.0154	89
Osceola	All mfg.	5	1	52.8	.0026	45
Page	All mfg.	14	5	161.4	.0079	77
Palo Alto	All mfg.	7	1	24.3	.0012	36
Plymouth	All mfg.	10	1	78.6	.0038	19
Pocahontas	All mfg.	7	2	26.1	.0013	67
Polk	All mfg.	172	49	2,639.2	.1289	74
1622	*Bridge & tunnel construction*	*5*	*3*	*175.7*	*3.3085*	*97*
2721	Periodicals	5	2	191.9	1.5129	92
3011	Tires & inner tubes	2	2	378.2	4.2448	100
3523	Farm machinery & equipment	4	3	202.6	2.1295	99
3524	Lawn & garden equipment	1	1	53.7	3.8809	100
6025	*National banks, federal reserve system*	*7*	*3*	*195.9*	*.1619*	*93*
7011	*Hotels, motels, & tourist courts*	*30*	*7*	*75.3*	*.2499*	*53*
8062	*General medical & surgical hospitals*	*5*	*5*	*238.4*	*.1515*	*100*
Pottawattamie	All mfg.	37	11	422.8	.0206	78
8062	*General medical & surgical hospitals*	*2*	*2*	*181.1*	*.1151*	*100*
Poweshiek	All mfg.	14	5	106.0	.0052	50
Ringgold	All mfg.	1		2.6	.0001	0
Sac	All mfg.	7	1	27.5	.0013	38
Scott	All mfg.	99	31	2,016.9	.0985	84
3353	Aluminum sheet, plate, & foil	2	2	183.8	3.1607	100
3531	Construction machinery	4	3	635.1	4.7897	99
4931	*Electric & other services combined*	*2*	*1*	*336.7*	*1.0985*	*96*
8062	*General medical & surgical hospitals*	*3*	*3*	*172.5*	*.1096*	*100*
Shelby	All mfg.	5	1	66.2	.0032	80

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Sioux	All mfg.	27	8	290.3	.0142	80
Story	All mfg.	21	6	302.7	.0148	66
8221	*Colleges & universities n.e.c.*	*1*	*1*	*46.2*	*.2043*	*100*
Tama	All mfg.	5	2	154.4	.0075	91
Taylor	All mfg.	4	1	23.8	.0012	16
Union	All mfg.	7	2	66.8	.0033	60
Van Buren	All mfg.	6		17.7	.0009	0
Wapello	All mfg.	17	6	292.2	.0143	85
3523	Farm machinery & equipment	2	1	144.8	1.5220	97
Warren	All mfg.	6	1	32.7	.0016	42
Washington	All mfg.	11	5	108.2	.0053	65
Wayne	All mfg.	6	1	33.7	.0016	18
Webster	All mfg.	32	13	705.5	.0344	79
2011	Meat-packing plants	2	2	385.8	.7697	100
Winnebago	All mfg.	11	4	433.8	.0212	94
2451	Mobile homes	1	1	239.5	4.0606	100
Winneshiek	All mfg.	11	2	59.7	.0029	31
Woodbury	All mfg.	64	23	747.6	.0365	64
8062	*General medical & surgical hospitals*	*3*	*3*	*106.9*	*.0679*	*100*
Worth	All mfg.	3		8.4	.0004	0
Wright	All mfg.	14	2	173.1	.0085	74
STATE TOTAL	All mfg.	1,539	481	25,842.7	1.2619	80

KANSAS

Allen	All mfg.	16	4	172.3	.0084	65
Anderson	All mfg.	8		31.7	.0015	0
Atchison	All mfg.	14	3	154.5	.0075	39
Barber	All mfg.	3	1	22.2	.0011	76
Barton	All mfg.	19	4	194.5	.0095	70
Bourbon	All mfg.	14	5	85.6	.0042	71
Brown	All mfg.	6	2	29.2	.0014	71
Butler	All mfg.	17	7	980.6	.0479	97
Chase	All mfg.	1		1.6	.0001	0
Chautauqua	All mfg.	1		2.7	.0001	0
Cherokee	All mfg.	15	5	91.6	.0045	50
Clark	All mfg.	1		3.8	.0002	0
Clay	All mfg.	8	2	65.8	.0032	63
Cloud	All mfg.	6	1	91.8	.0045	8
Coffey	All mfg.	2	1	19.3	.0009	86
Comanche	All mfg.	2		7.5	.0004	0
Cowley	All mfg.	28	11	678.3	.0331	90
Crawford	All mfg.	31	10	305.9	.0149	64
Decatur	All mfg.	1		2.8	.0001	0
Dickinson	All mfg.	15	1	68.5	.0033	11
Doniphan	All mfg.	9	3	97.7	.0048	46
Douglas	All mfg.	36	14	524.0	.0256	87
8221	*Colleges & universities n.e.c.*	*2*	*1*	*48.0*	*.2123*	*96*
Edwards	All mfg.	4	1	41.9	.0020	79
Ellis	All mfg.	13	1	98.1	.0048	28
Ellsworth	All mfg.	6	1	22.5	.0011	44
Finney	All mfg.	20	2	651.1	.0318	87
2011	Meat-packing plants	1	1	557.7	1.1126	100
Ford	All mfg.	28	3	977.0	.0477	86
2011	Meat-packing plants	2	1	519.5	1.0364	98
2013	Sausages & other prepared meats	3	1	325.0	2.6938	96
Franklin	All mfg.	18	3	89.6	.0044	49
Geary	All mfg.	10	3	94.2	.0046	69
8062	*General medical & surgical hospitals*	*2*	*2*	*52.3*	*.0332*	*100*
Gove	All mfg.	3		14.7	.0007	0
Graham	All mfg.	1		4.1	.0002	0
Grant	All mfg.	9	1	75.4	.0037	11
Gray	All mfg.	1		6.7	.0003	0
Greeley	All mfg.	1		4.1	.0002	0
Greenwood	All mfg.	1		3.3	.0002	0
Harper	All mfg.	8		26.6	.0013	0
Harvey	All mfg.	29	6	240.8	.0118	53
Haskell	All mfg.	3		20.3	.0010	0
Jackson	All mfg.	2		11.3	.0006	0
Jefferson	All mfg.	2		7.3	.0004	0
Jewell	All mfg.	1	1	61.9	.0030	100
Johnson	All mfg.	187	48	2,074.2	.1013	76
3662	Radio & TV communication equipment	2	2	130.9	.3596	100
7011	*Hotels, motels, & tourist courts*	*11*	*4*	*35.2*	*.1168*	*76*
8062	*General medical & surgical hospitals*	*2*	*2*	*91.5*	*.0582*	*100*
Kingman	All mfg.	3		15.3	.0007	0
Kiowa	All mfg.	1		3.8	.0002	0
Labette	All mfg.	30	8	132.4	.0065	51
Lane	All mfg.	2		14.0	.0007	0
Leavenworth	All mfg.	19	5	173.8	.0085	67
8062	*General medical & surgical hospitals*	*5*	*4*	*93.0*	*.0591*	*95*
Lincoln	All mfg.	3		7.3	.0004	0
Linn	All mfg.	4		15.6	.0008	0
Logan	All mfg.	1		2.0	.0001	0

1985 **S&MM** Est.

KANSAS (cont.)

County SIC	Industry	Establishments Total	 Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Lyon	**All mfg.**	**22**	**7**	**1,391.3**	**.0679**	**91**
2011	Meat-packing plants	2	2	1,123.0	2.2404	100
McPherson	**All mfg.**	**33**	**9**	**1,368.2**	**.0668**	**85**
Marion	**All mfg.**	**14**	**2**	**117.3**	**.0057**	**67**
Marshall	**All mfg.**	**12**	**2**	**59.5**	**.0029**	**43**
Meade	**All mfg.**	**1**		**6.7**	**.0003**	**0**
Miami	**All mfg.**	**14**	**3**	**71.8**	**.0035**	**67**
Mitchell	**All mfg.**	**9**	**2**	**70.8**	**.0035**	**60**
Montgomery	**All mfg.**	**44**	**15**	**638.2**	**.0312**	**86**
Morris	**All mfg.**	**6**		**43.9**	**.0021**	**0**
Morton	**All mfg.**	**2**		**6.6**	**.0003**	**0**
Nemaha	**All mfg.**	**7**	**2**	**51.4**	**.0025**	**39**
Neosho	**All mfg.**	**24**	**11**	**178.9**	**.0087**	**82**
Ness	**All mfg.**	**1**		**1.6**	**.0001**	**0**
Norton	**All mfg.**	**1**		**4.4**	**.0002**	**0**
Osage	**All mfg.**	**4**	**1**	**41.6**	**.0020**	**50**
Osborne	**All mfg.**	**6**		**46.1**	**.0023**	**0**
Ottawa	**All mfg.**	**2**	**1**	**27.7**	**.0014**	**69**
Pawnee	**All mfg.**	**5**		**23.6**	**.0012**	**0**
Phillips	**All mfg.**	**4**	**1**	**171.2**	**.0084**	**20**
Pottawatomie	**All mfg.**	**5**	**1**	**43.3**	**.0021**	**45**
Pratt	**All mfg.**	**10**		**61.6**	**.0030**	**0**
Rawlins	**All mfg.**	**2**		**8.4**	**.0004**	**0**
Reno	**All mfg.**	**67**	**20**	**697.6**	**.0341**	**74**
3561	Pumps & pumping equipment	1	1	39.6	.7335	100
Republic	**All mfg.**	**4**		**15.7**	**.0008**	**0**
Rice	**All mfg.**	**7**	**1**	**150.9**	**.0074**	**20**
Riley	**All mfg.**	**13**	**3**	**123.2**	**.0060**	**68**
Rooks	**All mfg.**	**1**		**8.3**	**.0004**	**0**
Rush	**All mfg.**	**4**		**13.9**	**.0007**	**0**
Russell	**All mfg.**	**5**	**1**	**30.2**	**.0015**	**68**
Saline	**All mfg.**	**48**	**10**	**482.2**	**.0235**	**74**
Scott	**All mfg.**	**1**		**70.2**	**.0034**	**0**
Sedgwick	**All mfg.**	**309**	**67**	**7,258.1**	**.3544**	**88**
1311	*Crude petroleum & natural gas*	*42*		*648.2*	*1.5097*	*0*
1629	*Heavy construction n.e.c.*	*6*	*3*	*99.1*	*.4406*	*81*
2011	Meat-packing plants	5	4	905.0	1.8055	99
3079	Miscellaneous plastics products	13	2	106.8	.3513	67
3574	Calculating & accounting machines	1	1	72.4	4.7852	100
3721	Aircraft	5	5	1,811.7	6.2833	100
3728	Aircraft equipment n.e.c.	25	4	116.7	1.2397	50
3761	Guided missiles & space vehicles	1	1	133.7	1.0071	100
3949	Sporting & athletic goods n.e.c.	4	2	150.4	4.0894	98
4911	*Electric services*	*3*	*1*	*382.8*	*.4070*	*95*
6025	*National banks, federal reserve system*	*6*	*3*	*208.0*	*.1719*	*93*
8062	*General medical & surgical hospitals*	*5*	*5*	*332.6*	*.2114*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*48.5*	*.2145*	*100*
Seward	**All mfg.**	**6**	**3**	**66.9**	**.0033**	**84**
2011	Meat-packing plants	1	1	15.6	.0311	100
Shawnee	**All mfg.**	**83**	**23**	**1,113.2**	**.0544**	**81**
2771	Greeting-card publishing	1	1	126.3	5.0674	100
3011	Tires & inner tubes	1	1	310.3	3.4827	100
7011	*Hotels, motels, & tourist courts*	*13*	*3*	*152.4*	*.5058*	*90*
8062	*General medical & surgical hospitals*	*6*	*6*	*238.1*	*.1513*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*55.5*	*.2454*	*100*
Sheridan	**All mfg.**	**2**	**1**	**13.8**	**.0007**	**78**
Sherman	**All mfg.**	**3**	**2**	**29.5**	**.0014**	**95**
Smith	**All mfg.**	**4**		**15.6**	**.0008**	**0**
Stafford	**All mfg.**	**3**		**10.8**	**.0005**	**0**
Sumner	**All mfg.**	**16**	**2**	**124.3**	**.0061**	**31**
Thomas	**All mfg.**	**3**		**3.7**	**.0002**	**0**
Trego	**All mfg.**	**2**		**3.5**	**.0002**	**0**
Wabaunsee	**All mfg.**	**1**		**4.4**	**.0002**	**0**
Wallace	**All mfg.**	**1**		**5.7**	**.0003**	**0**
Washington	**All mfg.**	**2**		**16.5**	**.0008**	**0**
Wilson	**All mfg.**	**16**	**7**	**762.0**	**.0372**	**97**
2075	Soybean-oil mills	1	1	572.5	8.0667	100
Woodson	**All mfg.**	**1**		**2.0**	**.0001**	**0**
Wyandotte	**All mfg.**	**184**	**40**	**3,506.8**	**.1712**	**79**
2841	Soap & other detergents	2	2	450.3	4.3797	100
3296	Mineral wool	2	2	240.6	8.4537	100
3711	Motor vehicles & passenger-car bodies	1	1	1,217.6	1.4331	100
8062	*General medical & surgical hospitals*	*1*	*1*	*113.0*	*.0718*	*100*
STATE TOTAL	**All mfg.**	**1,677**	**394**	**27,484.3**	**1.3420**	**79**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 **S&MM** Est.

KENTUCKY

County SIC	Industry	Establishments Total	 Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adair	**All mfg.**	**8**	**2**	**74.9**	**.0037**	**71**
Allen	**All mfg.**	**9**	**4**	**85.0**	**.0042**	**84**
Anderson	**All mfg.**	**12**	**5**	**134.8**	**.0066**	**56**
Ballard	**All mfg.**	**6**	**1**	**94.2**	**.0046**	**77**
Barren	**All mfg.**	**21**	**7**	**203.1**	**.0099**	**65**
Bell	**All mfg.**	**10**	**2**	**62.0**	**.0030**	**67**
Boone	**All mfg.**	**33**	**19**	**332.2**	**.0162**	**87**
3079	Miscellaneous plastics products	6	4	59.4	.1954	84
Bourbon	**All mfg.**	**9**	**3**	**69.8**	**.0034**	**65**
Boyd	**All mfg.**	**22**	**11**	**2,318.3**	**.1132**	**98**
2911	Petroleum refining	1	1	1,523.7	.8833	100
3312	Blast furnaces & steel mills	2	2	635.5	2.0656	100
Boyle	**All mfg.**	**17**	**10**	**246.3**	**.0120**	**93**
Bracken	**All mfg.**	**2**	**2**	**17.8**	**.0009**	**100**
Breckinridge	**All mfg.**	**3**	**1**	**22.7**	**.0011**	**47**
Bullitt	**All mfg.**	**6**	**3**	**147.5**	**.0072**	**96**
Butler	**All mfg.**	**3**	**2**	**15.6**	**.0008**	**85**
Caldwell	**All mfg.**	**6**	**4**	**62.4**	**.0030**	**94**
Calloway	**All mfg.**	**8**	**3**	**163.4**	**.0080**	**80**
Campbell	**All mfg.**	**26**	**7**	**249.6**	**.0122**	**67**
Carlisle	**All mfg.**	**2**	**1**	**19.6**	**.0010**	**96**
Carroll	**All mfg.**	**12**	**7**	**229.4**	**.0112**	**82**
Carter	**All mfg.**	**7**	**3**	**50.4**	**.0025**	**61**
Casey	**All mfg.**	**9**	**1**	**30.5**	**.0015**	**36**
Christian	**All mfg.**	**28**	**11**	**327.0**	**.0160**	**63**
8062	*General medical & surgical hospitals*	*3*	*3*	*97.7*	*.0621*	*100*
Clark	**All mfg.**	**17**	**7**	**393.8**	**.0192**	**92**
Clay	**All mfg.**	**2**	**1**	**24.4**	**.0012**	**93**
Clinton	**All mfg.**	**4**	**1**	**45.7**	**.0022**	**54**
Crittenden	**All mfg.**	**5**	**3**	**104.8**	**.0051**	**95**
Cumberland	**All mfg.**	**5**	**2**	**41.1**	**.0020**	**64**
Daviess	**All mfg.**	**45**	**21**	**1,072.0**	**.0523**	**86**
Edmonson	**All mfg.**	**1**	**1**	**8.9**	**.0004**	**100**
Estill	**All mfg.**	**3**	**1**	**17.9**	**.0009**	**75**
Fayette	**All mfg.**	**78**	**24**	**1,732.1**	**.0846**	**89**
3579	Office machines n.e.c.	2	2	933.9	15.6168	100
3613	Switchgear & switchboard apparatus	1	1	132.5	2.8102	100
7011	*Hotels, motels, & tourist courts*	*21*	*4*	*53.1*	*.1762*	*50*
8062	*General medical & surgical hospitals*	*7*	*7*	*286.9*	*.1824*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*52.4*	*.2317*	*97*
Fleming	**All mfg.**	**2**	**2**	**41.1**	**.0020**	**100**
Floyd	**All mfg.**	**4**	**1**	**54.4**	**.0027**	**9**
1211	*Bituminous-coal & lignite mining*	*10*	*2*	*128.0*	*.7699*	*62*
Franklin	**All mfg.**	**14**	**9**	**327.0**	**.0160**	**96**
2085	Distilled liquor, except brandy	2	2	189.5	3.9968	100
Fulton	**All mfg.**	**10**	**5**	**86.1**	**.0042**	**81**
Garrard	**All mfg.**	**3**	**2**	**39.9**	**.0019**	**93**
Grant	**All mfg.**	**3**	**1**	**20.5**	**.0010**	**57**
Graves	**All mfg.**	**13**	**4**	**170.3**	**.0083**	**86**
Grayson	**All mfg.**	**11**	**5**	**122.9**	**.0060**	**87**
Green	**All mfg.**	**7**	**4**	**151.0**	**.0074**	**15**
Greenup	**All mfg.**	**8**	**4**	**210.1**	**.0103**	**60**
Hancock	**All mfg.**	**7**	**7**	**589.8**	**.0288**	**100**
3353	Aluminum sheet, plate, & foil	1	1	287.5	4.9440	100
Hardin	**All mfg.**	**26**	**10**	**271.3**	**.0132**	**83**
8062	*General medical & surgical hospitals*	*2*	*2*	*85.9*	*.0546*	*100*
Harlan	**All mfg.**	**6**		**24.3**	**.0012**	**0**
1211	*Bituminous-coal & lignite mining*	*12*	*5*	*161.8*	*.9732*	*71*
Harrison	**All mfg.**	**11**	**8**	**144.4**	**.0071**	**95**
Hart	**All mfg.**	**6**	**3**	**83.4**	**.0041**	**67**
Henderson	**All mfg.**	**30**	**11**	**499.9**	**.0244**	**85**
3714	Motor-vehicle parts & accessories	2	2	165.1	.3495	100
Henry	**All mfg.**	**6**	**1**	**37.8**	**.0018**	**33**
Hickman	**All mfg.**	**1**	**1**	**18.4**	**.0009**	**100**
Hopkins	**All mfg.**	**19**	**9**	**280.3**	**.0137**	**84**
1211	*Bituminous-coal & lignite mining*	*9*	*4*	*152.0*	*.9143*	*79*
Jackson	**All mfg.**	**2**		**6.0**	**.0003**	**0**
Jefferson	**All mfg.**	**401**	**133**	**12,426.1**	**.6068**	**92**
2011	Meat-packing plants	4	2	498.9	.9953	94
2013	Sausages & other prepared meats	1	1	72.6	.6018	100
2085	Distilled liquor, except brandy	5	3	612.8	12.9247	96
2086	Bottled & canned soft drinks	4	3	148.6	.8345	90
2111	Cigarettes	2	2	1,966.3	14.5492	100
2653	Corrugated & solid fiber boxes	9	6	113.3	1.0145	91
2711	Newspapers	5	1	115.5	.4446	92
2822	Synthetic rubber	3	3	472.8	14.9819	100
2851	Paints & allied products	16	6	164.6	1.7799	64
3353	Aluminum sheet, plate, & foil	4	3	231.4	3.9793	94
3494	Valves & pipe fittings	2	2	150.6	1.5766	100
3523	Farm machinery & equipment	1	1	150.9	1.5861	100
3535	Conveyors & conveying equipment	11	2	52.5	2.4273	47
3585	Refrigeration & heating equipment	3	2	616.0	4.6552	99
3631	Household cooking equipment	1	1	345.3	10.9397	100
3632	Household refrigerators & freezers	1	1	470.0	14.4451	100

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3633	Household laundry equipment	1	1	394.8	16.3512	100
3639	Household appliances n.e.c.	2	1	368.4	18.7376	98
3662	Radio & TV communication equipment	1	1	317.2	.8713	100
3711	Motor vehicles & passenger-car bodies	2	2	1,973.5	2.3229	100
3713	Truck & bus bodies	1	1	107.7	3.8331	100
4011	*Line-haul-operating railroads*	*2*	*2*	*1,475.6*	*6.7826*	*100*
4931	*Electric & other services combined*	*2*	*1*	*520.1*	*1.6969*	*98*
6025	*National banks, federal reserve system*	*3*	*3*	*327.2*	*.2705*	*100*
7011	*Hotels, motels, & tourist courts*	*33*	*6*	*89.7*	*.2977*	*51*
8062	*General medical & surgical hospitals*	*16*	*14*	*684.6*	*.4352*	*99*
Jessamine	All mfg.	15	7	83.1	.0041	82
Johnson	All mfg.	2	1	20.9	.0010	97
Kenton	All mfg.	53	14	323.0	.0158	62
8062	*General medical & surgical hospitals*	*1*	*1*	*58.8*	*.0374*	*100*
Knox	All mfg.	5	1	41.2	.0020	54
Larue	All mfg.	2	1	13.0	.0006	70
Laurel	All mfg.	15	5	139.4	.0068	66
Lawrence	All mfg.	1		2.0	.0001	0
Lee	All mfg.	1		3.5	.0002	0
Leslie	All mfg.	2		4.8	.0002	0
Letcher	All mfg.	6	1	20.0	.0010	26
1211	*Bituminous-coal & lignite mining*	*8*	*3*	*144.5*	*.8692*	*79*
Lewis	All mfg.	2	2	25.1	.0012	100
Lincoln	All mfg.	2	1	12.4	.0006	87
Livingston	All mfg.	3		4.1	.0002	0
Logan	All mfg.	20	9	240.4	.0117	76
Lyon	All mfg.	1	1	13.6	.0007	100
McCracken	All mfg.	27	7	383.7	.0187	79
2819	Industrial inorganic chemicals n.e.c.	2	1	195.0	1.5261	99
8062	*General medical & surgical hospitals*	*2*	*2*	*67.6*	*.0430*	*100*
McCreary	All mfg.	4	2	150.5	.0073	97
3944	Games, toys, & children's vehicles	1	1	137.4	2.2069	100
McLean	All mfg.	4	1	27.3	.0013	77
Madison	All mfg.	23	12	242.6	.0118	84
Magoffin	All mfg.	1	1	11.5	.0006	100
Marion	All mfg.	7	3	53.2	.0026	63
Marshall	All mfg.	11	7	664.6	.0325	99
2869	Industrial organic chemicals n.e.c.	3	3	445.2	1.1692	100
Martin						
1211	*Bituminous-coal & lignite mining*	*9*	*3*	*158.8*	*.9552*	*76*
Mason	All mfg.	13	6	352.5	.0172	90
Meade	All mfg.	2	1	114.6	.0056	94
Menifee	All mfg.	2		10.2	.0005	0
Mercer	All mfg.	9	5	118.4	.0058	74
Metcalfe	All mfg.	2	1	13.9	.0007	86
Monroe	All mfg.	15	4	52.9	.0026	57
Montgomery	All mfg.	8	5	181.9	.0089	98
3621	Motors & generators	1	1	41.2	.6751	100
Morgan	All mfg.	2	2	25.6	.0013	100
Muhlenberg	All mfg.	9	1	28.8	.0014	44
1211	*Bituminous-coal & lignite mining*	*9*	*6*	*372.0*	*2.2376*	*98*
4911	*Electric services*	*1*	*1*	*183.8*	*.1954*	*100*
Nelson	All mfg.	13	6	293.0	.0143	83
Nicholas	All mfg.	2	2	18.8	.0009	100
Ohio	All mfg.	10	6	50.9	.0025	77
Oldham	All mfg.	10	2	86.2	.0042	49
Owen	All mfg.	2	2	9.0	.0004	100
Pendleton	All mfg.	4	1	29.3	.0014	55
Perry	All mfg.	4		13.0	.0006	0
Pike	All mfg.	6	1	31.5	.0015	55
1211	*Bituminous-coal & lignite mining*	*34*	*10*	*328.1*	*1.9735*	*54*
Powell	All mfg.	5		12.7	.0006	0
Pulaski	All mfg.	21	10	437.8	.0214	65
2311	Men's & boys' suits & coats	1	1	65.5	1.8554	100
Rowan	All mfg.	11	3	54.1	.0026	45
Russell	All mfg.	8	2	43.2	.0021	63
Scott	All mfg.	23	5	144.0	.0070	66
3537	Industrial trucks & tractors	1	1	48.2	2.6382	100
Shelby	All mfg.	19	7	247.0	.0121	72
Simpson	All mfg.	15	8	215.6	.0105	90
Taylor	All mfg.	9	3	201.2	.0098	70
2254	Knit-underwear mills	1	1	119.7	12.3606	100
Todd	All mfg.	10	5	95.2	.0046	67
Trigg	All mfg.	6	2	34.6	.0017	66
Union	All mfg.	8	5	90.6	.0044	87
1211	*Bituminous-coal & lignite mining*	*4*	*3*	*125.5*	*.7549*	*71*
Warren	All mfg.	42	20	1,125.7	.0550	92
2322	Men's & boys' underwear	1	1	25.0	6.1866	100
3592	Carburetors, pistons, rings, & valves	2	2	148.7	7.0089	100
3711	Motor vehicles & passenger-car bodies	1	1	432.9	.5095	100
8062	*General medical & surgical hospitals*	*2*	*2*	*49.7*	*.0316*	*100*
Washington	All mfg.	5	3	81.8	.0040	86
Wayne	All mfg.	13	5	75.1	.0037	72
Webster	All mfg.	6	3	25.2	.0012	69
Whitley	All mfg.	16	9	202.3	.0099	90
Wolfe	All mfg.	1	1	33.6	.0016	100
Woodford	All mfg.	7	4	161.7	.0079	95
STATE TOTAL	All mfg.	1,556	606	31,194.0	1.5232	87

LOUISIANA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Acadia	All mfg.	25	4	367.8	.0180	6
Allen	All mfg.	8	5	131.3	.0064	89
Ascension	All mfg.	31	17	1,595.0	.0779	93
2869	Industrial organic chemicals n.e.c.	6	6	841.4	2.2098	100
Assumption	All mfg.	6	2	47.1	.0023	47
Avoyelles	All mfg.	13	4	107.4	.0052	71
Beauregard	All mfg.	11	7	403.5	.0197	93
2621	Paper mills, except building paper	3	3	291.9	1.4345	100
Bienville	All mfg.	7	5	83.4	.0041	94
Bossier	All mfg.	30	7	241.0	.0118	64
Caddo	All mfg.	118	32	2,521.4	.1231	81
1311	*Crude petroleum & natural gas*	*55*	*1*	*948.7*	*2.2095*	*28*
1381	*Oil- & gas-well drilling services*	*26*	*2*	*119.5*	*1.8877*	*25*
3229	Pressed & blown glass n.e.c.	1	1	83.8	2.2216	100
3443	Fabricated plate work (boiler shops)	4	3	106.9	1.0509	97
3483	Ammunition, except small-arms, n.e.c.	2	1	37.8	2.8988	96
3661	Telephone & telegraph apparatus	1	1	659.2	3.9666	100
8062	*General medical & surgical hospitals*	*10*	*8*	*298.7*	*.1899*	*98*
Calcasieu	All mfg.	50	19	9,652.9	.4713	94
2822	Synthetic rubber	1	1	125.3	3.9705	100
2869	Industrial organic chemicals n.e.c.	4	4	845.1	2.2195	100
2911	Petroleum refining	4	2	8,225.7	4.7687	95
8062	*General medical & surgical hospitals*	*4*	*3*	*56.9*	*.0362*	*96*
Caldwell	All mfg.	2		6.3	.0003	0
Cameron	All mfg.	5	1	55.0	.0027	50
Catahoula	All mfg.	2	2	12.3	.0006	100
Claiborne	All mfg.	6	2	127.6	.0062	35
Concordia	All mfg.	7	1	17.5	.0009	26
De Soto	All mfg.	9	3	74.8	.0037	75
East Baton Rouge	All mfg.	109	28	8,931.2	.4361	96
1629	*Heavy construction n.e.c.*	*5*	*3*	*163.6*	*.7274*	*92*
2819	Industrial inorganic chemicals n.e.c.	4	4	189.7	1.4846	100
2822	Synthetic rubber	3	3	426.3	13.5085	100
2911	Petroleum refining	1	1	7,220.3	4.1858	100
4911	*Electric services*	*1*	*1*	*580.7*	*.6174*	*100*
6025	*National banks, federal reserve system*	*5*	*5*	*389.2*	*.3217*	*100*
7011	*Hotels, motels, & tourist courts*	*19*	*2*	*42.9*	*.1424*	*33*
8062	*General medical & surgical hospitals*	*7*	*7*	*204.6*	*.1300*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*97.0*	*.4290*	*100*
East Carroll	All mfg.	4		14.1	.0007	0
East Feliciana	All mfg.	8		25.9	.0013	0
8062	*General medical & surgical hospitals*	*2*	*2*	*184.6*	*.1173*	*100*
Evangeline	All mfg.	6	2	67.9	.0033	80
Franklin	All mfg.	6		40.2	.0020	0
Grant	All mfg.	5	1	57.5	.0028	49
Iberia	All mfg.	53	17	605.4	.0296	59
2033	Canned fruits & vegetables	2	2	112.8	1.1236	100
Iberville	All mfg.	20	9	2,006.6	.0980	95
2869	Industrial organic chemicals n.e.c.	6	3	1,642.7	4.3143	96
Jackson	All mfg.	4	2	149.3	.0073	97
Jefferson	All mfg.	97	41	1,519.4	.0742	76
3731	Ship building & repairing	7	5	484.6	4.5722	98
7011	*Hotels, motels, & tourist courts*	*20*	*3*	*49.8*	*.1653*	*47*
8062	*General medical & surgical hospitals*	*6*	*6*	*203.5*	*.1294*	*100*
Jefferson Davis	All mfg.	12	2	363.2	.0177	5
Lafayette	All mfg.	52	16	663.2	.0324	74
1311	*Crude petroleum & natural gas*	*42*		*653.1*	*1.5211*	*0*
1381	*Oil- & gas-well drilling services*	*22*	*2*	*191.2*	*3.0203*	*46*
3533	Oil-field machinery	13	3	204.6	2.1230	56
7011	*Hotels, motels, & tourist courts*	*12*	*5*	*34.8*	*.1155*	*78*
8062	*General medical & surgical hospitals*	*4*	*4*	*106.1*	*.0674*	*100*
Lafourche	All mfg.	22	7	294.5	.0144	76
La Salle	All mfg.	7	5	131.3	.0064	94
Lincoln	All mfg.	15	4	163.8	.0080	74
1611	*Highway & street construction*	*2*	*2*	*93.6*	*.5002*	*100*
Livingston	All mfg.	15	5	113.2	.0055	73
Madison	All mfg.	2		5.5	.0003	0
Morehouse	All mfg.	8	3	248.5	.0121	89
2621	Paper mills, except building paper	1	1	166.2	.8168	100
Natchitoches	All mfg.	8	1	110.5	.0054	75
Orleans	All mfg.	228	77	3,843.7	.1877	83
1311	*Crude petroleum & natural gas*	*31*	*2*	*775.8*	*1.8068*	*27*
1629	*Heavy construction n.e.c.*	*11*	*5*	*375.7*	*1.6703*	*90*
2051	Bread, cake, & related products	10	3	96.9	.6551	74
2711	Newspapers	4	1	128.1	.4931	91
3731	Ship building & repairing	9	4	79.3	.7482	86
3769	Space-vehicle equipment n.e.c.	1	1	389.8	19.8341	100
4911	*Electric services*	*3*	*3*	*1,055.7*	*1.1223*	*100*
6025	*National banks, federal reserve system*	*5*	*4*	*475.5*	*.3930*	*99*

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
LOUISIANA (Orleans, cont.)						
7011	Hotels, motels, & tourist courts	46	18	313.5	1.0406	85
8062	General medical & surgical hospitals	17	17	795.3	.5055	100
8221	Colleges & universities n.e.c	8	4	87.5	.3870	91
Ouachita	All mfg.	62	23	1,193.4	.0583	83
2631	Paperboard mills	1	1	289.2	2.6441	100
8062	General medical & surgical hospitals	4	4	96.4	.0613	100
Plaquemines	All mfg.	23	9	1,862.4	.0909	96
Pointe Coupee	All mfg.	3	1	23.9	.0012	72
Rapides	All mfg.	36	11	335.0	.0164	75
8062	General medical & surgical hospitals	7	7	188.4	.1198	100
Red River	All mfg.	4	2	66.0	.0032	82
Richland	All mfg.	5	2	26.4	.0013	46
Sabine	All mfg.	7	5	96.0	.0047	96
St. Bernard	All mfg.	11	7	1,307.4	.0638	99
3334	Primary aluminum	1	1	484.8	7.4417	100
St. Charles	All mfg.	18	9	4,261.2	.2081	96
2821	Plastics materials & synthetic resins	2	1	187.1	.9478	86
2873	Nitrogenous fertilizers	1	1	275.6	5.6201	100
2911	Petroleum refining	3	2	3,360.1	1.9480	97
St. Helena	All mfg.	1		4.4	.0002	0
St. James	All mfg.	13	10	1,045.2	.0510	96
2819	Industrial inorganic chemicals n.e.c.	2	2	136.7	1.0698	100
St. John the Baptist	All mfg.	11	7	1,392.1	.0680	96
St. Landry	All mfg.	23	5	459.0	.0224	49
St. Martin	All mfg.	12	2	156.0	.0076	51
2254	Knit underwear mills	1	1	65.3	6.7431	100
St. Mary	All mfg.	44	19	696.6	.0340	87
3441	Fabricated structural metal	2	1	39.3	.4061	86
3533	Oil field machinery	11	7	462.0	4.7939	93
St. Tammany	All mfg.	21	6	111.5	.0054	51
Tangipahoa	All mfg.	34	7	324.6	.0159	45
Tensas	All mfg.	1		3.0	.0001	0
Terrebonne	All mfg.	34	12	469.7	.0229	76
3731	Ship building & repairing	9	6	91.1	.8595	91
Union	All mfg.	3		15.7	.0008	0
Vermilion	All mfg.	9	5	324.4	.0158	96
Vernon	All mfg.	4	1	22.7	.0011	45
Washington	All mfg.	13	6	265.9	.0130	87
2621	Paper mills, except building paper	1	1	145.0	.7126	100
Webster	All mfg.	23	10	296.4	.0145	32
West Baton Rouge	All mfg.	16	4	364.2	.0178	31
West Carroll	All mfg.	3	2	13.2	.0006	80
West Feliciana	All mfg.	1	1	80.2	.0039	100
2641	Paper coating & glazing	1	1	80.2	1.3305	100
Winn	All mfg.	9	6	188.0	.0092	90
2421	General sawmills & planing mills	5	4	125.4	.9771	93
STATE TOTAL	All mfg.	1,455	503	50,203.9	2.4514	87
MAINE						
Androscoggin	All mfg.	100	40	693.2	.0338	70
3143	Men's nonathletic footwear	6	6	50.2	2.0466	100
3144	Women's nonathletic footwear	5	4	37.2	1.7999	95
8062	General medical & surgical hospitals	2	2	60.5	.0385	100
Aroostook	All mfg.	45	16	765.0	.0374	93
2037	Frozen fruits & vegetables	2	2	135.9	2.4260	100
2621	Paper mills, except building paper	1	1	173.6	.8531	100
8062	General medical & surgical hospitals	6	4	64.6	.0411	90
Cumberland	All mfg.	156	55	1,929.3	.0942	83
2621	Paper mills, except building paper	1	1	160.3	.7878	100
3143	Men's nonathletic footwear	4	4	113.8	4.6396	100
3674	Semiconductors & related devices	2	2	486.8	3.0022	100
4011	Line-haul-operating railroads	1	1	62.7	.2882	100
6025	National banks, federal reserve system	4	4	174.8	.1445	100
8062	General medical & surgical hospitals	8	7	301.7	.1918	99
8221	Colleges & universities n.e.c.	3	3	46.5	.2056	100
Franklin	All mfg.	26	10	335.9	.0164	88
2621	Paper mills, except building paper	2	2	206.3	1.0138	100
3149	Nonrubber footwear n.e.c.	4	2	14.8	1.5952	87
Hancock	All mfg.	29	12	257.0	.0125	76
2621	Paper mills, except building paper	1	1	91.7	.4506	100
Kennebec	All mfg.	54	22	767.0	.0375	86
2231	Wool fabric weaving & finishing mills	4	4	37.5	4.0655	100

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
2621	Paper mills, except building paper	1	1	89.1	.4379	100
8062	General medical & surgical hospitals	5	5	136.7	.0869	100
Knox	All mfg.	36	13	323.1	.0158	76
Lincoln	All mfg.	14	5	97.4	.0048	57
4912	Nuclear power	1	1	119.0	.4272	100
Oxford	All mfg.	42	19	744.3	.0363	89
2499	Wood products n.e.c.	14	8	83.9	2.3524	82
2621	Paper mills, except building paper	1	1	443.9	2.1815	100
Penobscot	All mfg.	71	26	1,044.2	.0510	78
2611	Pulp mills	2	2	180.9	5.1229	100
2621	Paper mills, except building paper	2	2	212.6	1.0448	100
3143	Men's nonathletic footwear	2	2	134.0	5.4631	100
8062	General medical & surgical hospitals	6	3	99.6	.0633	91
Piscataquis	All mfg.	11	5	107.0	.0052	81
Sagadahoc	All mfg.	12	7	253.8	.0124	96
3731	Ship building & repairing	1	1	132.1	1.2464	100
Somerset	All mfg.	29	9	281.1	.0137	79
3149	Nonrubber footwear n.e.c.	2	1	51.8	5.5831	96
Waldo	All mfg.	12	8	151.1	.0074	84
Washington	All mfg.	23	9	417.9	.0204	82
2621	Paper mills, except building paper	1	1	208.3	1.0236	100
York	All mfg.	83	36	1,020.9	.0498	85
3484	Small arms	1	1	47.5	4.2324	100
3675	Electronic capacitors	2	2	74.1	4.4518	100
3724	Aircraft engines & engine parts	1	1	69.9	.5926	100
8062	General medical & surgical hospitals	3	3	51.8	.0329	100
STATE TOTAL	All mfg.	743	292	9,188.2	.4487	82
MARYLAND						
Allegany	All mfg.	37	11	713.8	.0349	86
2621	Paper mills, except building paper	1	1	265.2	1.3033	100
8062	General medical & surgical hospitals	3	2	101.5	.0645	96
Anne Arundel	All mfg.	71	21	671.1	.0328	71
3662	Radio & TV communication equipment	2	1	116.1	.3189	97
8062	General medical & surgical hospitals	7	7	184.2	.1171	100
Baltimore	All mfg.	213	91	4,246.1	.2073	88
2654	Sanitary food containers	2	2	266.2	11.3995	100
2752	Lithographic commercial printing	7	4	128.5	.7579	87
3079	Miscellaneous plastics products	10	6	99.3	.3267	83
3317	Steel pipe & tubes	2	1	153.0	4.8847	99
3662	Radio & TV communication equipment	7	7	757.3	2.0801	100
3679	Electronic components n.e.c.	8	4	198.3	1.1967	94
3825	Electricity-measuring instruments	2	2	217.5	3.1551	100
5084	Industrial-machinery distributors	3	1	264.6	.8145	92
7372	Computer programming & software	4	4	93.8	.7825	100
8062	General medical & surgical hospitals	8	7	285.1	.1812	99
Baltimore city	All mfg.	544	171	7,999.2	.3906	81
1611	Highway & street construction	15	2	133.3	.7124	59
1622	Bridge & tunnel construction	6	2	87.0	1.6382	82
1629	Heavy construction n.e.c.	11	4	131.4	.5842	73
2013	Sausages & other prepared meats	9	2	103.8	.8604	61
2026	Fluid milk	3	3	265.2	1.4011	100
2051	Bread, cake, & related products	10	4	328.8	2.2229	93
2311	Men's & boys' suits & coats	14	9	89.3	2.5296	92
2651	Folding paperboard boxes	8	5	89.5	2.3816	88
2711	Newspapers	6	3	235.0	.9045	97
2751	Letterpress commercial printing	20	3	24.3	.4070	31
2819	Industrial inorganic chemicals n.e.c.	7	5	248.9	1.9479	95
2841	Soap & other detergents	3	3	417.0	4.0558	100
2851	Paints & allied products	11	6	118.7	1.2836	77
3079	Miscellaneous plastics products	13	3	86.6	.2849	59
3221	Glass containers	3	2	73.1	1.9444	95
3272	Concrete products n.e.c.	6	2	35.2	1.0311	81
3312	Blast furnaces & steel mills	3	3	1,335.4	4.3405	100
3411	Metal cans	5	5	401.7	4.3697	100
3441	Fabricated structural metal	9	2	91.6	.9466	80
3661	Telephone & telegraph apparatus	1	1	140.1	.8473	100
3713	Truck & bus bodies	4	2	139.1	4.9507	98
4011	Line-haul-operating railroads	1	1	191.9	.8821	100
4931	Electric & other services combined	1	1	1,486.0	4.8484	100
6025	National banks, federal reserve system	4	3	1,206.2	.9954	100
7011	Hotels, motels, & tourist courts	24	5	77.8	.2582	65
8062	General medical & surgical hospitals	25	25	1,088.0	.6916	100
8221	Colleges & universities n.e.c.	8	6	101.1	.4471	95
Calvert	All mfg.	7		21.3	.0010	0
Caroline	All mfg.	17	7	153.6	.0075	69
Carroll	All mfg.	51	20	385.3	.0286	72
3546	Power-driven hand tools	1	1	113.0	7.9415	100
8062	General medical & surgical hospitals	2	2	108.6	.0690	100
Cecil	All mfg.	27	8	248.2	.0121	68
8062	General medical & surgical hospitals	2	2	78.8	.0501	100
Charles	All mfg.	9	2	62.4	.0030	57
Dorchester	All mfg.	39	11	495.8	.0242	67
3613	Switchgear & switchboard apparatus	1	1	102.5	2.1739	100
Frederick	All mfg.	57	23	759.9	.0371	83

1985 S&MM Est.

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Garrett	**All mfg.**	**10**	**4**	**71.8**	**.0035**	**44**
Harford	**All mfg.**	**34**	**10**	**268.8**	**.0131**	**60**
Howard	**All mfg.**	**36**	**12**	**633.3**	**.0304**	**90**
3631	Household cooking equipment	1	1	271.9	8.6142	100
Kent	**All mfg.**	**11**	**2**	**109.6**	**.0054**	**46**
Montgomery	**All mfg.**	**137**	**26**	**1,374.6**	**.0671**	**71**
1629	*Heavy construction n.e.c.*	*4*	*2*	*1,005.8*	*4.4718*	*98*
2752	Lithographic commercial printing	9	3	139.3	.9395	80
3573	Electronic computing equipment	13	3	280.5	.5400	73
3662	Radio & TV communication equipment	13	5	258.7	.7106	80
3769	Space-vehicle equipment n.e.c.	2	2	52.2	2.6561	100
7374	*Data-processing services*	*18*	*9*	*335.6*	*3.3218*	*90*
8062	*General medical & surgical hospitals*	*5*	*5*	*268.4*	*.1706*	*100*
Prince George's	**All mfg.**	**158**	**43**	**1,561.9**	**.0768**	**73**
3662	Radio & TV communication equipment	7	1	107.6	.2936	71
3811	Engineering & scientific instruments	1	1	47.7	1.4971	100
6025	*National banks, federal reserve system*	*4*	*3*	*522.9*	*.4322*	*98*
7011	*Hotels, motels, & tourist courts*	*13*	*3*	*37.4*	*.1241*	*53*
8062	*General medical & surgical hospitals*	*5*	*4*	*250.1*	*.1590*	*99*
Queen Anne's	**All mfg.**	**9**	**1**	**70.1**	**.0034**	**50**
St. Mary's	**All mfg.**	**4**		**9.7**	**.0005**	**6**
Somerset	**All mfg.**	**19**	**4**	**114.6**	**.0056**	**36**
Talbot	**All mfg.**	**32**	**11**	**294.3**	**.0144**	**64**
3524	Lawn & garden equipment	1	1	39.7	2.8691	100
Washington	**All mfg.**	**72**	**25**	**933.9**	**.0456**	**88**
3519	Internal-combustion engines n.e.c.	1	1	248.0	2.6603	100
3721	Aircraft	1	1	126.7	.4394	100
8062	*General medical & surgical hospitals*	*2*	*2*	*58.8*	*.0374*	*100*
Wicomico	**All mfg.**	**48**	**18**	**721.6**	**.0352**	**83**
2048	Prepared feeds n.e.c.	1	1	191.2	2.0729	100
5063	*Electrical-power-equipment wholesalers*	*3*	*1*	*496.1*	*1.6389*	*96*
8062	*General medical & surgical hospitals*	*2*	*2*	*65.5*	*.0416*	*100*
Worcester	**All mfg.**	**33**	**7**	**255.3**	**.0125**	**76**
STATE TOTAL	**All mfg.**	**1,466**	**538**	**22,366.2**	**1.0921**	**80**

MASSACHUSETTS

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Barnstable	**All mfg.**	**33**	**7**	**181.0**	**.0088**	**53**
7011	*Hotels, motels, & tourist courts*	*58*	*9*	*118.0*	*.3917*	*47*
8062	*General medical & surgical hospitals*	*3*	*3*	*90.9*	*.0578*	*100*
Berkshire	**All mfg.**	**81**	**29**	**1,456.8**	**.0711**	**87**
2621	Paper mills, except building paper	7	4	242.2	1.1902	85
3489	Ordnance & accessories n.e.c.	1	1	121.7	8.1350	100
3612	Transformers	1	1	153.3	4.8341	100
3675	Electronic capacitors	1	1	76.7	4.6080	100
3769	Space-vehicle equipment n.e.c.	1	1	111.0	5.6480	100
3811	Engineering & scientific instruments	1	1	53.4	1.6760	100
8062	*General medical & surgical hospitals*	*5*	*4*	*101.3*	*.0644*	*96*
Bristol	**All mfg.**	**453**	**196**	**4,959.3**	**.2422**	**81**
2221	Synthetics- & silk-weaving mills	3	2	222.4	2.8764	99
2311	Men's & boys' suits & coats	6	4	186.3	5.2773	97
2321	Men's & boys' shirts & nightwear	3	2	40.7	1.0060	95
2329	Men's & boys' clothing n.e.c.	7	7	31.8	2.1447	100
2335	Women's & misses' dresses	21	14	155.2	3.6949	85
2341	Women's & children's underwear	10	6	57.9	2.2186	87
2391	Curtains & draperies	13	7	75.4	8.3205	75
3069	Fabricated rubber products n.e.c.	5	2	82.9	1.4028	86
3079	Miscellaneous plastics products	12	5	94.0	.3092	74
3483	Ammunition, except small-arms, n.e.c.	1	1	41.1	3.1518	100
3622	Industrial controls	1	1	226.8	4.2839	100
3678	Electronic connectors	3	2	201.7	7.1969	93
3679	Electronic components n.e.c.	14	9	155.0	.9354	88
3911	Precious-metal jewelry	26	10	240.6	7.9372	84
3914	Silverware & plated & stainless ware	7	4	128.7	21.6922	96
3949	Sporting & athletic goods n.e.c.	1	1	75.2	2.0447	100
3961	Costume jewelry	5	2	24.1	2.5939	81
8062	*General medical & surgical hospitals*	*10*	*10*	*435.6*	*.2769*	*100*
Dukes	**All mfg.**	**4**		**4.7**	**.0002**	**0**
Essex	**All mfg.**	**542**	**164**	**7,319.5**	**.3574**	**82**
2092	Fresh or frozen packaged seafoods	7	2	113.2	3.5847	72
2221	Synthetics- & silk-weaving mills	1	1	173.4	2.2426	100
2329	Men's & boys' clothing n.e.c.	6	4	31.0	2.0908	86
2711	Newspapers	15	6	126.9	.4885	72
3079	Miscellaneous plastics products	19	6	103.9	.3418	68
3111	Leather tanning & finishing	34	6	172.4	11.0918	47
3131	Boot & shoe cut stock & findings	13	6	37.6	9.1373	65
3144	Women's nonathletic footwear	7	5	221.1	10.6977	98
3494	Valves & pipe fittings	4	3	166.5	1.7431	97
3511	Turbines & turbine-generator set units	1	1	225.5	7.7710	100
3559	Special-industry machinery n.e.c.	14	2	104.3	2.0348	74
3573	Electronic computing equipment	4	3	132.6	.5554	96
3613	Switchgear & switchboard apparatus	2	2	67.3	1.4274	100
3641	Electric lamps	2	2	144.8	3.6336	100
3661	Telephone & telegraph apparatus	3	1	1,009.7	6.1063	98
3662	Radio & TV communication equipment	7	4	200.0	.5494	95
3674	Semiconductors & related devices	8	6	219.4	1.3331	96
3679	Electronic components n.e.c.	24	6	234.2	1.4134	82
3724	Aircraft engines & engine parts	3	2	1,042.6	8.8390	99
6025	*National banks, federal reserve system*	*16*	*2*	*183.7*	*.1518*	*65*
7011	*Hotels, motels, & tourist courts*	*15*	*4*	*57.4*	*.1905*	*61*
8062	*General medical & surgical hospitals*	*19*	*16*	*572.5*	*.3639*	*99*
Franklin	**All mfg.**	**49**	**30**	**419.7**	**.0205**	**78**
Hampden	**All mfg.**	**369**	**133**	**4,547.7**	**.2231**	**82**
2621	Paper mills, except building paper	6	6	169.7	.8340	100
2711	Newspapers	5	2	115.5	.4446	89
2782	Blankbooks & looseleaf binders	6	3	91.8	3.7413	81
2821	Plastics materials & synthetic resins	3	3	434.0	2.1479	100
3079	Miscellaneous plastics products	25	6	125.6	.4132	51
3423	Hand & edge tools n.e.c.	1	1	114.5	3.6716	100
3484	Small arms	3	2	207.2	18.4621	98
3545	Machine-tool accessories	15	3	99.5	1.7364	42
3573	Electronic computing equipment	3	3	531.7	1.0241	100
3761	Guided missiles & space vehicles	1	1	185.6	1.3980	100
3944	Games, toys, & children's vehicles	3	1	233.8	3.7552	95
3949	Sporting & athletic goods n.e.c.	3	1	66.5	1.8081	94
4911	*Electric services*	*4*	*3*	*432.7*	*.4600*	*96*
7011	*Hotels, motels, & tourist courts*	*15*	*1*	*41.4*	*.1374*	*41*
8062	*General medical & surgical hospitals*	*11*	*11*	*435.5*	*.2768*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*2*	*54.8*	*.2423*	*97*
Hampshire	**All mfg.**	**68**	**33**	**875.8**	**.0428**	**85**
2641	Paper coating & glazing	3	3	138.9	2.3042	100
3079	Miscellaneous plastics products	5	3	103.0	.3388	96
3991	Brooms & brushes	3	3	99.2	7.2844	100
8062	*General medical & surgical hospitals*	*6*	*6*	*189.5*	*.1205*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*296.4*	*1.3108*	*99*
Middlesex	**All mfg.**	**1,245**	**415**	**19,322.1**	**.9435**	**84**
1611	*Highway & street construction*	*9*	*2*	*174.8*	*.9342*	*80*
1629	*Heavy construction n.e.c.*	*5*	*3*	*134.5*	*.5980*	*94*
2024	Ice cream & frozen desserts	5	2	189.8	3.9991	90
2051	Bread, cake, & related products	10	3	60.1	.4063	70
2065	Confectionery products	9	5	179.7	2.1215	90
2099	Food preparations n.e.c.	9	3	130.9	1.2259	69
2295	Coated fabrics, not rubberized	6	3	103.9	10.4875	92
2649	Converted paper products n.e.c.	5	3	114.7	4.0619	94
2711	Newspapers	22	6	185.0	.7121	68
2731	Book publishing	12	4	172.5	1.8936	80
2732	Book printing	3	3	104.6	3.3819	100
2751	Letterpress commercial printing	28	9	66.5	1.1137	72
2752	Lithographic commercial printing	11	5	131.3	.7744	71
2869	Industrial organic chemicals n.e.c.	6	3	629.2	1.6525	93
3079	Miscellaneous plastics products	42	15	280.6	.9231	71
3144	Women's nonathletic footwear	4	4	55.3	2.6756	100
3357	Nonferrous-wire drawing & insulating	4	3	234.1	2.7524	97
3444	Sheet-metal work	22	4	65.3	.9691	37
3469	Metal stampings n.e.c.	21	7	157.6	2.1911	78
3555	Printing-trades machinery	8	3	237.5	9.3083	95
3559	Special-industry machinery n.e.c.	19	9	139.2	2.7157	83
3569	General industrial machinery n.e.c.	16	4	195.8	5.1986	86
3573	Electronic computing equipment	65	39	4,388.0	8.4519	97
3662	Radio & TV communication equipment	40	17	1,311.9	3.6035	90
3674	Semiconductors & related devices	26	14	469.9	2.8980	90
3679	Electronic components n.e.c.	64	24	392.3	2.3675	75
3693	X-ray apparatus & tubes	8	1	170.6	4.2664	76
3711	Motor vehicles & passenger-car bodies	2	1	970.8	1.1427	98
3724	Aircraft engines & engine parts	2	2	218.3	1.8507	100
3761	Guided missiles & space vehicles	3	3	194.1	1.4620	100
3811	Engineering & scientific instruments	30	16	267.3	8.3896	90
3822	Environmental controls	7	4	121.8	6.8048	95
3825	Electricity-measuring instruments	15	7	369.7	5.3629	93
3829	Measuring & controlling devices n.e.c.	21	8	113.2	3.6748	75
3832	Optical instruments & lenses	19	7	217.4	6.4599	73
3841	Surgical & medical instruments	20	8	118.0	2.4967	75
3861	Photographic equipment & supplies	5	3	661.5	3.7829	95
4911	*Electric services*	*14*	*3*	*344.9*	*.3667*	*64*
5063	*Electrical-power-equipment wholesalers*	*22*	*6*	*647.8*	*2.1400*	*50*
5081	*Commercial-equipment wholesalers*	*31*	*8*	*790.1*	*4.7072*	*74*
5084	*Industrial-machinery distributors*	*36*	*4*	*703.6*	*2.1659*	*47*
5085	*Industrial-supply distributors*	*32*	*3*	*375.2*	*1.2652*	*31*
6025	*National banks, federal reserve system*	*13*	*6*	*258.2*	*.2136*	*83*
7011	*Hotels, motels, & tourist courts*	*43*	*10*	*171.4*	*.5689*	*70*
7372	*Computer programming & software*	*50*	*13*	*679.7*	*5.6701*	*75*
7374	*Data-processing services*	*31*	*13*	*366.1*	*2.6339*	*75*
8062	*General medical & surgical hospitals*	*37*	*35*	*1,459.1*	*.9274*	*100*
8221	*Colleges & universities n.e.c.*	*12*	*6*	*489.4*	*2.1643*	*98*
Norfolk	**All mfg.**	**410**	**133**	**4,986.6**	**.2435**	**82**
2751	Letterpress commercial printing	15	4	27.5	.4606	67
3069	Fabricated rubber products n.e.c.	7	4	107.6	1.8207	94
3494	Valves & pipe fittings	6	2	128.7	1.3473	91
3662	Radio & TV communication equipment	11	6	746.3	2.0499	96
3679	Electronic components n.e.c.	15	6	164.3	.9915	85
3731	Ship building & repairing	2	1	364.4	3.4381	98
3811	Engineering & scientific instruments	9	4	75.1	2.3571	89
3823	Industrial process-control instruments	2	1	171.5	5.1182	97
3841	Surgical & medical instruments	9	4	97.7	2.0672	87

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
MASSACHUSETTS (Norfolk, cont.)						
7011	*Hotels, motels, & tourist courts*	19	5	256.2	.8304	90
8062	*General medical & surgical hospitals*	20	17	449.8	.2859	98
Plymouth	**All mfg.**	**228**	**59**	**1,398.5**	**.0683**	**65**
2711	Newspapers	5	3	84.6	.3256	93
3662	Radio & TV communication equipment	5	3	93.5	.2568	87
3679	Electronic components n.e.c.	8	6	94.3	.5691	93
8062	*General medical & surgical hospitals*	9	9	279.1	.1774	100
Suffolk	**All mfg.**	**514**	**161**	**5,961.8**	**.2911**	**78**
1629	*Heavy construction n.e.c.*	8	3	226.7	1.0079	93
2013	Sausages & other prepared meats	8	5	244.5	2.0266	89
2092	Fresh or frozen packaged seafoods	3	1	124.8	3.9520	94
2328	Men's & boys' work clothing	1	1	60.0	1.2338	100
2337	Women's & misses' suits & coats	13	3	107.2	2.7917	43
2339	Women's & misses' outerwear n.e.c.	12	6	56.2	1.1893	75
2711	Newspapers	8	4	397.9	1.5316	96
2721	Periodicals	17	4	171.8	1.3544	57
2731	Book publishing	11	4	195.7	2.1482	85
2751	Letterpress commercial printing	27	5	42.9	.7185	43
2752	Lithographic commercial printing	18	3	174.1	1.0268	35
3149	Nonrubber footwear n.e.c.	4	4	107.7	11.6081	100
3421	Cutlery	1	1	192.7	20.7026	100
3573	Electronic computing equipment	5	3	237.7	.4578	96
3825	Electricity-measuring instruments	3	1	168.1	2.4385	96
4911	*Electric services*	2	2	1,021.1	1.0856	100
6025	*National banks, federal reserve system*	5	3	1,310.4	1.0832	99
7011	*Hotels, motels, & tourist courts*	40	18	422.6	1.4037	91
8062	*General medical & surgical hospitals*	32	32	1,766.1	1.1226	100
8221	*Colleges & universities n.e.c.*	21	12	462.3	2.0444	96
Worcester	**All mfg.**	**654**	**212**	**6,490.2**	**.3169**	**77**
2231	Wool-fabric weaving & finishing mills	7	5	55.7	6.0386	76
2241	Narrow-fabric mills	2	1	9.8	1.1362	98
2261	Cotton-finishing plants	1	1	40.6	4.7156	100
2396	Automotive & apparel trimmings	1	1	36.4	2.0766	100
2511	Wood household furniture	22	10	126.9	2.0053	77
2512	Upholstered wood household furniture	12	4	83.6	1.7582	69
2711	Newspapers	7	1	89.6	.3449	80
2751	Letterpress commercial printing	13	2	29.9	.5008	67
3079	Miscellaneous plastics products	63	26	425.2	1.3987	74
3291	Abrasive products	4	3	457.0	14.7172	98
3357	Nonferrous-wire drawing & insulating	8	4	163.3	1.9200	79
3423	Hand & edge tools n.e.c.	9	4	131.7	4.2232	83
3425	Hand saws & saw blades	3	2	119.4	19.2301	98
3469	Metal stampings n.e.c.	12	2	69.5	.9662	52
3494	Valves & pipe fittings	8	3	168.4	1.7629	88
3511	Turbines & turbine-generator set units	3	2	90.9	3.1325	97
3541	Metal-cutting machine tools	12	6	171.3	3.8078	86
3544	Special dies, tools, jigs, & fixtures	21	2	47.7	1.1694	38
3545	Machine-tool accessories	8	5	126.7	3.6975	95
3573	Electronic computing equipment	6	3	417.6	.8044	96
3662	Radio & TV communication equipment	3	2	141.5	.3887	97
3679	Electronic components n.e.c.	9	4	112.5	.6789	90
3832	Optical instruments & lenses	9	3	149.5	4.4423	85
3949	Sporting & athletic goods n.e.c.	3	2	64.5	1.7538	95
4911	*Electric services*	4	4	1,072.4	1.1401	100
6025	*National banks, federal reserve system*	12	4	192.3	.1590	81
7011	*Hotels, motels, & tourist courts*	17	3	39.6	.1314	49
7372	*Computer programming & software*	4	2	69.4	.5789	88
8062	*General medical & surgical hospitals*	23	20	585.0	.3718	99
8221	*Colleges & universities n.e.c.*	7	4	70.1	.3100	93
STATE TOTAL	**All mfg.**	**4,650**	**1,551**	**57,923.1**	**2.8284**	**81**
MICHIGAN						
Alcona	**All mfg.**	**4**		**6.8**	**.0003**	**0**
Alger	**All mfg.**	**5**	**3**	**89.1**	**.0044**	**94**
Allegan	**All mfg.**	**61**	**20**	**675.1**	**.0330**	**77**
Alpena	**All mfg.**	**34**	**9**	**323.6**	**.0158**	**87**
Antrim	**All mfg.**	**16**	**6**	**131.7**	**.0064**	**85**
Arenac	**All mfg.**	**11**	**2**	**47.5**	**.0023**	**67**
Baraga	**All mfg.**	**7**	**2**	**30.1**	**.0015**	**63**
Barry	**All mfg.**	**29**	**10**	**197.4**	**.0096**	**87**
Bay	**All mfg.**	**66**	**22**	**738.6**	**.0361**	**79**
3714	Motor-vehicle parts & accessories	2	2	221.0	.4678	100
8062	*General medical & surgical hospitals*	2	2	62.7	.0399	100
Benzie	**All mfg.**	**8**	**4**	**63.1**	**.0031**	**81**
Berrien	**All mfg.**	**188**	**54**	**1,950.9**	**.0953**	**78**
2741	Miscellaneous publishing	1	1	13.8	.4126	100
3361	Aluminum foundries	12	4	76.6	2.4316	66
3633	Household laundry equipment	1	1	229.6	9.5092	100
3651	Radio & TV receiving sets	3	3	110.3	1.5181	100
3679	Electronic components n.e.c.	3	1	90.0	.3431	96
3714	Motor-vehicle parts & accessories	3	3	153.0	.3239	100
8062	*General medical & surgical hospitals*	4	3	55.7	.0354	93
Branch	**All mfg.**	**46**	**15**	**411.6**	**.0201**	**68**
Calhoun	**All mfg.**	**93**	**27**	**2,469.3**	**.1203**	**91**
2043	Cereal breakfast foods	3	3	1,795.8	43.2025	100
8062	*General medical & surgical hospitals*	7	7	192.7	.1225	100
Cass	**All mfg.**	**41**	**8**	**240.5**	**.0117**	**58**
3369	Nonferrous foundries n.e.c.	2	2	19.8	2.0469	100
Charlevoix	**All mfg.**	**25**	**8**	**214.9**	**.0105**	**73**
Cheboygan	**All mfg.**	**12**	**3**	**280.2**	**.0137**	**87**
Chippewa	**All mfg.**	**8**	**2**	**34.2**	**.0017**	**45**
Clare	**All mfg.**	**12**	**1**	**55.3**	**.0027**	**31**
Clinton	**All mfg.**	**14**	**5**	**141.4**	**.0069**	**66**
Crawford	**All mfg.**	**6**		**22.2**	**.0011**	**8**
Delta	**All mfg.**	**24**	**2**	**249.4**	**.0122**	**71**
Dickinson	**All mfg.**	**26**	**7**	**126.8**	**.0062**	**59**
Eaton	**All mfg.**	**33**	**7**	**250.3**	**.0122**	**54**
Emmet	**All mfg.**	**16**	**1**	**63.2**	**.0031**	**13**
Genesee	**All mfg.**	**124**	**33**	**10,932.3**	**.5338**	**97**
3465	Automotive stampings	1	1	281.6	3.4088	100
3694	Engine electrical equipment	1	1	516.5	13.1499	100
3711	Motor vehicles & passenger-car bodies	4	4	9,041.7	10.6423	100
3714	Motor-vehicle parts & accessories	4	3	423.5	.8965	97
8062	*General medical & surgical hospitals*	7	7	327.9	.2084	100
Gladwin	**All mfg.**	**10**	**2**	**58.5**	**.0025**	**39**
Gogebic	**All mfg.**	**9**	**3**	**58.3**	**.0025**	**43**
Grand Traverse	**All mfg.**	**46**	**10**	**430.8**	**.0236**	**75**
8062	*General medical & surgical hospitals*	3	3	81.1	.0515	100
Gratiot	**All mfg.**	**33**	**7**	**909.6**	**.0444**	**93**
3079	Miscellaneous plastics products	4	3	167.2	.5500	98
Hillsdale	**All mfg.**	**48**	**18**	**516.4**	**.0252**	**66**
Houghton	**All mfg.**	**17**	**2**	**60.6**	**.0030**	**31**
8221	*Colleges & universities n.e.c.*	1	1	60.5	.2676	100
Huron	**All mfg.**	**31**	**6**	**285.1**	**.0139**	**58**
Ingham	**All mfg.**	**119**	**31**	**8,079.4**	**.3945**	**96**
1611	*Highway & street construction*	4	3	117.2	.6263	98
3462	Iron & steel forgings	6	5	396.4	9.9468	99
3711	Motor vehicles & passenger-car bodies	3	3	6,886.8	8.1060	100
6025	*National banks, federal reserve system*	4	1	341.9	.2826	94
8062	*General medical & surgical hospitals*	6	5	215.8	.1372	99
Ionia	**All mfg.**	**43**	**13**	**462.4**	**.0226**	**60**
Iosco	**All mfg.**	**21**	**3**	**110.3**	**.0054**	**48**
Iron	**All mfg.**	**7**	**1**	**122.4**	**.0060**	**89**
Isabella	**All mfg.**	**16**	**7**	**169.4**	**.0083**	**82**
Jackson	**All mfg.**	**132**	**46**	**1,617.6**	**.0790**	**83**
3011	Tires & inner tubes	1	1	136.5	1.5320	100
3069	Fabricated rubber products n.e.c.	2	1	66.6	1.1270	97
3544	Special dies, tools, jigs, & fixtures	9	2	44.4	1.0885	84
3662	Radio & TV communication equipment	1	1	63.2	.1736	100
3714	Motor-vehicle parts & accessories	13	9	655.7	1.3880	97
8062	*General medical & surgical hospitals*	2	2	76.2	.0484	100
Kalamazoo	**All mfg.**	**177**	**62**	**2,711.1**	**.1324**	**76**
2621	Paper mills, except building paper	5	4	344.9	1.6949	95
2834	Pharmaceutical preparations	2	1	429.5	1.9700	98
3079	Miscellaneous plastics products	14	3	92.6	.2046	64
3465	Automotive stampings	1	1	153.6	1.8593	100
8062	*General medical & surgical hospitals*	5	4	225.1	.1431	98
8221	*Colleges & universities n.e.c.*	2	2	60.3	.2020	100
Kalkaska	**All mfg.**	**7**	**2**	**27.6**	**.0013**	**47**
Kent	**All mfg.**	**330**	**143**	**5,949.1**	**.2905**	**78**
2051	Bread, cake, & related products	9	4	105.5	.7133	86
2052	Cookies & crackers	4	3	115.6	2.6730	95
2396	Automotive & apparel trimmings	3	2	278.9	15.9108	99
2499	Wood products n.e.c.	8	2	51.7	1.4496	80
2511	Wood household furniture	12	5	84.2	1.3305	80
2521	Wood office furniture	4	2	226.9	14.2228	97
2522	Metal office furniture	4	4	534.1	15.0795	100
2841	Soap & other detergents	2	1	554.2	5.2902	99
3079	Miscellaneous plastics products	19	4	94.6	.3112	54
3429	Hardware n.e.c.	10	5	311.3	4.8790	96
3465	Automotive stampings	4	4	118.2	1.4308	100
3471	Plating & polishing	22	5	57.5	2.5855	50
3495	Wire springs	2	1	76.7	6.9645	94
3544	Special dies, tools, jigs, & fixtures	34	4	90.1	2.2088	46
3592	Carburetors, pistons, rings, & valves	1	1	108.5	5.1141	100
3631	Household cooking equipment	1	1	89.2	2.8260	100
3662	Radio & TV communication equipment	4	3	193.6	.5318	96
3714	Motor-vehicle parts & accessories	9	4	147.8	.3129	69
6025	*National banks, federal reserve system*	4	2	225.6	.1865	98
7011	*Hotels, motels, & tourist courts*	15	4	79.8	.2649	84

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
8062	*General medical & surgical hospitals*	*9*	*7*	*316.9*	*.2014*	*98*
Keweenaw*	All mfg.	2		8.6	.0004	0
Lake	All mfg.	1		3.7	.0002	0
Lapeer	All mfg.	34	9	288.7	.0102	58
Leelanau	All mfg.	6	1	22.5	.0011	44
Lenawee	All mfg.	95	35	1,139.5	.0556	79
3585	Refrigeration & heating equipment	4	3	270.2	2.0419	91
3714	Motor-vehicle parts & accessories	6	4	188.4	.3988	95
8062	*General medical & surgical hospitals*	*5*	*2*	*55.4*	*.0352*	*82*
Livingston	All mfg.	69	13	442.1	.0216	31
Luce	All mfg.	1		4.1	.0002	0
Mackinac	All mfg.	3		4.8	.0002	0
Macomb	All mfg.	776	164	9,502.4	.4640	83
3079	Miscellaneous plastics products	48	15	432.9	1.4241	81
3452	Bolts, nuts, rivets, & washers	15	4	106.8	2.5176	64
3462	Iron & steel forgings	14	4	90.9	2.2809	64
3465	Automotive stampings	20	9	967.5	11.7117	96
3469	Metal stampings n.e.c.	27	3	84.7	1.1776	30
3489	Ordnance & accessories n.e.c.	2	2	90.0	6.0160	100
3499	Fabricated metal products n.e.c.	11	3	114.8	2.4968	84
3523	Farm machinery & equipment	1	1	192.2	2.0202	100
3541	Metal-cutting machine tools	26	8	168.0	3.7344	76
3544	Special dies, tools, jigs, & fixtures	101	12	239.9	5.8812	51
3545	Machine-tool accessories	32	5	201.6	5.8834	72
3599	Machinery, except electrical, n.e.c.	45	5	143.7	1.4232	42
3711	Motor vehicles & passenger-car bodies	4	1	944.7	1.1119	97
3713	Truck & bus bodies	6	2	141.7	5.0432	96
3714	Motor-vehicle parts & accessories	28	17	2,784.9	5.8952	97
3795	Tanks & tank components	4	2	588.4	33.6037	97
8062	*General medical & surgical hospitals*	*7*	*6*	*185.5*	*.1179*	*98*
Manistee	All mfg.	14	6	251.9	.0123	90
Marquette	All mfg.	15	4	61.8	.0030	47
1011	*Iron-ore mining*	*7*	*4*	*235.2*	*14.2580*	*89*
8062	*General medical & surgical hospitals*	*3*	*3*	*63.0*	*.0400*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*46.2*	*.2043*	*100*
Mason	All mfg.	28	8	269.1	.0131	72
Mecosta	All mfg.	16	5	91.4	.0045	66
8221	*Colleges & universities n.e.c.*	*1*	*1*	*55.5*	*.2454*	*100*
Menominee	All mfg.	37	9	365.5	.0178	74
Midland	All mfg.	33	9	497.4	.0243	90
2822	Synthetic rubber	3	3	301.4	9.5507	100
Missaukee	All mfg.	3		6.7	.0003	0
Monroe	All mfg.	48	15	690.1	.0337	86
3469	Metal stampings n.e.c.	5	4	203.0	2.8223	98
Montcalm	All mfg.	29	10	596.6	.0291	84
3632	Household refrigerators & freezers	2	2	266.6	8.1937	100
Montmorency	All mfg.	6	1	27.2	.0013	69
Muskegon	All mfg.	146	43	2,224.2	.1086	83
2522	Metal office furniture	3	2	144.3	4.0741	98
3321	Gray-iron foundries	3	2	90.6	1.0087	97
3369	Nonferrous foundries n.e.c.	2	2	74.0	7.6502	100
3519	Internal-combustion engines n.e.c.	3	2	162.6	1.7442	96
3592	Carburetors, pistons, rings, & valves	3	2	184.9	8.7151	97
3949	Sporting & athletic goods n.e.c.	1	1	69.0	1.8761	100
Newaygo	All mfg.	13	3	148.5	.0073	78
Oakland	All mfg.	1,079	227	13,663.0	.6672	82
1611	*Highway & street construction*	*12*	*6*	*236.8*	*1.2655*	*89*
2013	Sausages & other prepared meats	2	1	380.9	3.1571	99
2085	Distilled liquor, except brandy	2	1	281.1	5.9288	93
2899	Chemical preparations n.e.c.	12	5	178.1	2.7744	84
3079	Miscellaneous plastics products	55	12	278.6	.9165	56
3442	Metal doors, sash, & trim	14	4	90.4	1.8099	71
3444	Sheet-metal work	15	5	73.9	1.0967	78
3451	Screw-machine products	20	4	57.3	2.5243	46
3452	Bolts, nuts, rivets, & washers	14	4	88.8	2.0933	59
3465	Automotive stampings	17	5	139.9	1.6935	64
3469	Metal stampings n.e.c.	20	7	158.3	2.2008	72
3471	Plating & polishing	15	3	36.4	1.6368	68
3494	Valves & pipe fittings	9	4	129.2	1.3526	86
3535	Conveyors & conveying equipment	14	6	91.3	4.2212	69
3541	Metal-cutting machine tools	48	7	201.6	4.4813	53
3544	Special dies, tools, jigs, & fixtures	85	10	175.2	4.2951	40
3545	Machine-tool accessories	44	10	246.9	7.2054	69
3559	Special-industry machinery n.e.c.	16	5	81.3	1.5861	71
3573	Electronic computing equipment	8	3	132.4	.2550	82
3589	Service-industry machinery n.e.c.	6	1	98.0	4.0930	90
3599	Machinery, except electrical, n.e.c.	60	9	209.2	2.0719	41
3711	Motor vehicles & passenger-car bodies	3	3	6,076.8	7.1526	100
3713	Truck & bus bodies	5	3	498.9	17.7563	99
3714	Motor-vehicle parts & accessories	26	9	756.8	1.6020	84
3724	Aircraft engines & engine parts	3	2	212.6	1.8024	98
5081	*Commercial-equipment wholesalers*	*10*	*2*	*299.0*	*1.7814*	*82*
5084	*Industrial-machinery distributors*	*27*	*3*	*454.2*	*1.3981*	*44*
5085	*Industrial-supply distributors*	*31*	*1*	*361.5*	*1.2190*	*22*
7011	*Hotels, motels, & tourist courts*	*21*	*7*	*59.6*	*.1978*	*69*
8062	*General medical & surgical hospitals*	*12*	*9*	*514.5*	*.3270*	*98*
Oceana	All mfg.	10	5	88.6	.0043	81
Ogemaw	All mfg.	15	2	193.6	.0095	9
Ontonagon	All mfg.	5	4	904.5	.0442	100
3331	Primary copper	1	1	487.5	11.5653	100
3351	Copper rolling & drawing	1	1	368.9	8.4453	100
Osceola	All mfg.	16	9	141.8	.0069	81
Oscoda	All mfg.	4	1	24.2	.0012	26
Otsego	All mfg.	12	3	56.4	.0028	38
8062	*General medical & surgical hospitals*	*2*	*2*	*311.7*	*.1981*	*100*
Ottawa	All mfg.	202	68	2,154.4	.1052	81
3542	Metal-forming machine tools	2	2	70.0	5.7297	100
Presque Isle	All mfg.	4	1	21.6	.0011	77
Roscommon	All mfg.	9	1	24.4	.0012	45
Saginaw	All mfg.	138	45	3,329.7	.1626	87
3321	Grey-iron foundries	1	1	243.4	2.7098	100
3322	Malleable-iron foundries	1	1	56.2	11.8917	100
3714	Motor-vehicle parts & accessories	6	6	1,126.9	2.3855	100
8062	*General medical & surgical hospitals*	*5*	*5*	*160.4*	*.1020*	*100*
St. Clair	All mfg.	99	28	923.9	.0451	71
3351	Copper rolling & drawing	1	1	200.5	4.5901	100
8062	*General medical & surgical hospitals*	*4*	*3*	*50.0*	*.0318*	*94*
St. Joseph	All mfg.	96	34	928.8	.0454	76
2591	Drapery hardware & blinds & shades	1	1	39.3	3.0245	100
3714	Motor-vehicle parts & accessories	3	2	126.8	.2684	99
Sanilac	All mfg.	37	16	254.5	.0124	78
Schoolcraft	All mfg.	4	2	41.6	.0020	90
Shiawassee	All mfg.	49	13	403.8	.0197	72
3621	Motors & generators	3	3	97.7	1.6010	100
Tuscola	All mfg.	31	8	357.2	.0174	81
8062	*General medical & surgical hospitals*	*3*	*2*	*51.2*	*.0325*	*91*
Van Buren	All mfg.	51	15	381.2	.0186	64
Washtenaw	All mfg.	160	49	3,745.2	.1829	87
2732	Book printing	5	5	71.3	2.3053	100
3079	Miscellaneous plastics products	10	7	191.2	.6290	97
3711	Motor vehicles & passenger-car bodies	1	1	676.4	.7961	100
3714	Motor-vehicle parts & accessories	9	7	1,834.0	3.8823	99
8062	*General medical & surgical hospitals*	*7*	*7*	*426.9*	*.2713*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*144.0*	*.6368*	*99*
Wayne	All mfg.	1,532	352	34,874.0	1.7029	89
1623	*Pipe- & utility-line construction*	*8*	*2*	*98.5*	*1.4300*	*77*
1629	*Heavy construction n.e.c.*	*10*	*3*	*132.3*	*.5882*	*78*
2011	Meat-packing plants	10	6	845.9	1.6876	95
2051	Bread, cake, & related products	17	4	146.6	.9911	79
2082	Malt beverages	1	1	477.0	4.0767	100
2086	Bottled & canned soft drinks	9	5	212.2	1.1916	91
2396	Automotive & apparel trimmings	6	2	333.3	19.0142	96
2652	Set-up paperboard boxes	2	1	46.4	8.5609	95
2711	Newspapers	18	3	397.6	1.5304	87
2751	Letterpress commercial printing	35	4	45.1	.7553	33
2752	Lithographic commercial printing	29	4	215.2	1.2692	48
2821	Plastics materials & synthetic resins	5	3	266.6	1.3506	96
2851	Paints & allied products	21	6	274.7	2.9705	65
3079	Miscellaneous plastics products	25	5	96.9	.3188	46
3231	Products of purchased glass	5	4	120.2	3.9327	98
3312	Blast furnaces & steel mills	10	5	1,694.3	5.5070	99
3316	Cold-rolled steel sheet, strip, & bars	14	6	141.9	6.3609	84
3398	Metal heat treating	19	5	96.0	8.8757	57
3429	Hardware n.e.c.	11	3	144.3	2.2616	83
3441	Fabricated structural metal	27	5	214.6	2.2176	65
3442	Metal doors, sash, & trim	15	3	130.9	2.6207	78
3443	Fabricated plate work (boiler shops)	13	3	111.4	1.0951	71
3444	Sheet-metal work	19	8	84.4	1.2525	75
3451	Screw-machine products	39	3	79.6	3.5068	19
3452	Bolts, nuts, rivets, & washers	24	7	170.6	4.0215	65
3462	Iron & steel forgings	25	5	186.1	4.6698	65
3465	Automotive stampings	29	11	2,159.6	26.1421	96
3469	Metal stampings n.e.c.	30	11	250.2	3.4785	79
3471	Plating & polishing	25	4	45.9	2.0639	37
3519	Internal-combustion engines n.e.c.	5	5	1,077.9	11.5626	100
3523	Farm machinery & equipment	4	3	113.2	1.1898	98
3535	Conveyors & conveying equipment	16	6	67.6	3.1254	65
3541	Metal-cutting machine tools	36	6	164.5	3.6566	49
3544	Special dies, tools, jigs, & fixtures	100	7	241.2	5.9131	46
3545	Machine-tool accessories	43	6	167.5	4.8882	47
3559	Special-industry machinery n.e.c.	21	4	84.2	1.6427	62
3568	Power-transmission equipment n.e.c.	6	4	59.7	3.2752	90
3569	General industrial machinery n.e.c.	13	4	42.8	1.1364	60
3573	Electronic computing equipment	2	1	266.7	.5137	98
3599	Machinery, except electrical, n.e.c.	57	3	148.7	1.4727	18
3711	Motor vehicles & passenger-car bodies	14	13	12,195.1	14.3540	100
3713	Truck & bus bodies	2	1	76.5	2.7227	97
3714	Motor-vehicle parts & accessories	53	24	4,658.8	9.8620	96
4011	*Line-haul-operating railroads*	*7*	*5*	*246.0*	*1.1307*	*99*
4911	*Electric services*	*2*	*1*	*2,144.7*	*2.2801*	*100*
4922	*Natural-gas transmission*	*4*	*3*	*646.0*	*1.8883*	*98*
4923	*Gas transmission & distribution*	*2*	*1*	*1,256.3*	*5.3587*	*98*
5051	*Metals service centers & sales offices*	*31*	*9*	*1,730.5*	*3.7318*	*66*
5084	*Industrial-machinery distributors*	*31*	*1*	*303.2*	*.9333*	*11*

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
MICHIGAN (Wayne, cont.)						
5085	*Industrial-supply distributors*	*30*	*2*	*349.2*	*1.1775*	*29*
6025	*National banks, federal reserve system*	*9*	*6*	*1,617.9*	*1.3373*	*99*
7011	*Hotels, motels, & tourist courts*	*32*	*11*	*339.8*	*1.1279*	*92*
7372	*Computer programming & software*	*4*	*2*	*166.7*	*1.3906*	*96*
8062	*General medical & surgical hospitals*	*49*	*47*	*2,260.3*	*1.4367*	*100*
8221	*Colleges & universities n.e.c.*	*9*	*3*	*134.7*	*.5957*	*89*
Wexford	**All mfg.**	**29**	**12**	**343.2**	**.0168**	**70**
STATE TOTAL	**All mfg.**	**7,112**	**1,831**	**120,889.9**	**5.9030**	**85**
MINNESOTA						
Aitkin	**All mfg.**	**9**	**2**	**51.2**	**.0025**	**54**
Anoka	**All mfg.**	**59**	**20**	**797.7**	**.0390**	**83**
3444	Sheet-metal work	3	1	60.3	.8949	93
3482	Small-arms ammunition	1	1	72.0	11.1455	100
3621	Motors & generators	1	1	40.7	.6669	100
3634	Electric housewares & fans	1	1	114.4	3.0881	100
Becker	**All mfg.**	**5**	**4**	**81.8**	**.0040**	**94**
Beltrami	**All mfg.**	**10**	**2**	**73.0**	**.0036**	**51**
Benton	**All mfg.**	**40**	**15**	**476.7**	**.0233**	**80**
3632	Household refrigerators & freezers	1	1	126.3	3.8817	100
Big Stone	**All mfg.**	**3**		**17.1**	**.0008**	**0**
Blue Earth	**All mfg.**	**45**	**21**	**1,033.3**	**.0505**	**91**
2751	Letterpress commercial printing	1	1	28.4	.4756	100
Brown	**All mfg.**	**25**	**6**	**614.6**	**.0300**	**85**
Carlton	**All mfg.**	**6**	**5**	**248.2**	**.0121**	**100**
2621	Paper mills, except building paper	1	1	184.8	.9082	100
Carver	**All mfg.**	**34**	**10**	**418.7**	**.0204**	**71**
Cass	**All mfg.**	**3**	**1**	**9.8**	**.0005**	**51**
Chippewa	**All mfg.**	**4**		**19.3**	**.0009**	**0**
Chisago	**All mfg.**	**14**	**3**	**82.8**	**.0040**	**54**
Clay	**All mfg.**	**7**	**2**	**97.9**	**.0048**	**51**
Clearwater	**All mfg.**	**5**		**19.0**	**.0009**	**0**
Cottonwood	**All mfg.**	**8**	**1**	**63.3**	**.0031**	**24**
Crow Wing	**All mfg.**	**20**	**3**	**171.1**	**.0084**	**63**
Dakota	**All mfg.**	**72**	**24**	**1,907.5**	**.0931**	**89**
Dodge	**All mfg.**	**4**		**33.7**	**.0016**	**0**
Douglas	**All mfg.**	**17**	**5**	**254.4**	**.0124**	**80**
Faribault	**All mfg.**	**15**	**6**	**91.7**	**.0045**	**30**
Fillmore	**All mfg.**	**8**	**2**	**86.4**	**.0042**	**45**
Freeborn	**All mfg.**	**35**	**8**	**818.1**	**.0399**	**88**
2011	Meat-packing plants		1	530.4	1.0582	100
Goodhue	**All mfg.**	**36**	**16**	**517.7**	**.0253**	**71**
Grant	**All mfg.**	**2**	**1**	**20.4**	**.0010**	**88**
Hennepin	**All mfg.**	**947**	**305**	**12,602.3**	**.6154**	**79**
2041	Flour & other grain-mill products	6	3	835.0	17.7016	97
2051	Bread, cake, & related products	8	4	242.5	1.6395	95
2086	Bottled & canned soft drinks	3	2	241.5	1.3562	98
2431	Millwork	13	2	70.9	1.3070	50
2439	Structural wood members n.e.c.	3	2	95.8	10.4221	98
2653	Corrugated & solid fiber boxes	8	5	118.5	1.0611	85
2711	Newspapers	4	3	196.5	.7563	99
2751	Letterpress commercial printing	38	8	74.1	1.2410	51
2752	Lithographic commercial printing	14	5	209.4	1.2350	73
3069	Fabricated rubber products n.e.c.	10	1	53.9	.9121	60
3079	Miscellaneous plastics products	36	12	230.6	.7586	70
3361	Aluminum foundries	6	4	141.5	4.4364	97
3469	Metal stampings n.e.c.	23	9	110.4	1.5349	57
3483	Ammunition, except small-arms, n.e.c.	1	1	160.9	12.3390	100
3524	Lawn & garden equipment	2	1	109.5	7.9136	98
3531	Construction machinery	9	4	138.5	1.0445	73
3535	Conveyors & conveying equipment	9	4	47.2	2.1823	73
3563	Air & gas compressors	3	2	79.9	2.8771	97
3573	Electronic computing equipment	21	14	1,324.7	2.5515	97
3589	Service-industry machinery n.e.c.	4	3	108.6	4.5246	93
3599	Machinery, except electrical, n.e.c.	48	7	213.3	2.1125	47
3622	Industrial controls	4	3	170.0	3.2110	99
3631	Household cooking equipment	2	1	181.7	5.7566	95
3662	Radio & TV communication equipment	8	5	201.2	.5526	85
3679	Electronic components n.e.c.	15	7	241.4	1.4568	87
3714	Motor-vehicle parts & accessories	8	3	247.9	.5248	79
3728	Aircraft equipment n.e.c.	2	2	87.7	.9316	100
3769	Space-vehicle equipment n.e.c.	1	1	50.7	2.5798	100

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County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3822	Environmental controls	2	2	221.5	12.3750	100
3823	Industrial process-control instruments	4	2	164.2	4.9003	96
3829	Measuring & controlling devices n.e.c.	1	1	73.4	3.6796	100
3841	Surgical & medical instruments	6	4	136.5	2.8882	89
3842	Surgical appliances & supplies	7	5	104.5	1.8536	90
3851	Ophthalmic goods	4	2	42.9	3.4644	93
3861	Photographic equipment & supplies	6	1	151.8	.8681	70
3944	Games, toys, & children's vehicles	3	2	43.3	.6955	90
4011	*Line-haul-operating railroads*	*4*	*2*	*137.4*	*.6316*	*98*
4924	*Natural-gas distribution*	*1*	*1*	*507.1*	*2.3478*	*100*
4931	*Electric & other services combined*	*1*	*1*	*437.0*	*1.4238*	*100*
5081	*Commercial-equipment wholesalers*	*19*	*6*	*296.4*	*1.7659*	*74*
5084	*Industrial-machinery distributors*	*28*	*1*	*349.4*	*1.0755*	*13*
5085	*Industrial-supply distributors*	*39*	*3*	*447.4*	*1.5087*	*37*
6025	*National banks, federal reserve system*	*23*	*6*	*1,833.6*	*1.5156*	*94*
7011	*Hotels, motels, & tourist courts*	*57*	*16*	*196.7*	*.6529*	*70*
7372	*Computer programming & software*	*19*	*12*	*345.9*	*2.8855*	*86*
7374	*Data-processing services*	*13*	*5*	*116.7*	*1.1551*	*72*
8062	*General medical & surgical hospitals*	*13*	*12*	*877.6*	*.5578*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*144.1*	*.6373*	*96*
Houston	**All mfg.**	**6**	**1**	**25.2**	**.0012**	**44**
Hubbard	**All mfg.**	**2**		**2.2**	**.0001**	**0**
Isanti	**All mfg.**	**16**	**5**	**81.5**	**.0040**	**59**
Itasca	**All mfg.**	**13**	**3**	**280.0**	**.0137**	**79**
1011	*Iron-ore mining*	*6*	*4*	*135.3*	*8.2020*	*89*
2621	Paper mills, except building paper	1	1	208.3	1.0236	100
Jackson	**All mfg.**	**4**	**2**	**56.3**	**.0027**	**83**
Kanabec	**All mfg.**	**2**	**1**	**22.3**	**.0011**	**78**
Kandiyohi	**All mfg.**	**18**	**3**	**123.4**	**.0060**	**52**
Koochiching	**All mfg.**	**5**	**3**	**138.2**	**.0067**	**95**
Lac qui Parle	**All mfg.**	**7**	**1**	**231.6**	**.0113**	**59**
Lake	**All mfg.**	**3**	**2**	**21.1**	**.0010**	**90**
1011	*Iron-ore mining*	*1*	*1*	*223.3*	*13.5366*	*100*
Lake of the Woods	**All mfg.**	**2**	**1**	**8.1**	**.0004**	**74**
Le Sueur	**All mfg.**	**20**	**6**	**301.5**	**.0147**	**81**
2033	Canned fruits & vegetables	2	1	183.3	1.8258	96
Lyon	**All mfg.**	**19**	**9**	**269.2**	**.0131**	**82**
McLeod	**All mfg.**	**28**	**11**	**680.9**	**.0332**	**90**
2641	Paper coating & glazing	1	1	404.2	6.7054	100
Marshall	**All mfg.**	**1**	**1**	**62.9**	**.0031**	**100**
Martin	**All mfg.**	**18**	**8**	**198.8**	**.0097**	**79**
Meeker	**All mfg.**	**14**	**5**	**152.1**	**.0074**	**61**
Mille Lacs	**All mfg.**	**14**	**3**	**82.6**	**.0040**	**34**
Morrison	**All mfg.**	**11**	**4**	**88.0**	**.0043**	**67**
2322	Men's & boys' underwear	1	1	14.3	3.5387	100
Mower	**All mfg.**	**17**	**4**	**408.9**	**.0200**	**87**
2011	Meat-packing plants	1	1	291.4	.5813	100
Murray	**All mfg.**	**2**	**1**	**42.1**	**.0021**	**84**
Nicollet	**All mfg.**	**5**	**2**	**67.2**	**.0033**	**58**
Nobles	**All mfg.**	**10**	**2**	**74.8**	**.0037**	**62**
Norman	**All mfg.**	**1**		**2.7**	**.0001**	**0**
Olmsted	**All mfg.**	**29**	**12**	**1,273.3**	**.0622**	**95**
3573	Electronic computing equipment	1	1	902.6	1.7385	100
7011	*Hotels, motels, & tourist courts*	*14*	*5*	*63.7*	*.2114*	*80*
8062	*General medical & surgical hospitals*	*4*	*4*	*268.9*	*.1709*	*100*
Otter Tail	**All mfg.**	**18**	**9**	**306.8**	**.0150**	**74**
8062	*General medical & surgical hospitals*	*5*	*3*	*59.4*	*.0378*	*93*
Pennington	**All mfg.**	**4**		**33.3**	**.0016**	**0**
Pine	**All mfg.**	**7**	**1**	**62.0**	**.0030**	**25**
Pipestone	**All mfg.**	**3**	**2**	**39.4**	**.0019**	**89**
Polk	**All mfg.**	**9**	**4**	**307.6**	**.0150**	**90**
Pope	**All mfg.**	**3**		**8.2**	**.0004**	**0**
Ramsey	**All mfg.**	**252**	**123**	**7,110.9**	**.3472**	**85**
2082	Malt beverages	2	2	343.5	2.9357	100
2641	Paper coating & glazing	2	1	418.9	6.9492	98
2711	Newspapers	3	2	101.7	.3915	96
2721	Periodicals	8	2	143.1	1.1282	83
2731	Book publishing	2	1	212.4	2.3316	98
2751	Letterpress commercial printing	18	7	93.7	1.5693	87
2752	Lithographic commercial printing	6	4	207.8	1.2255	96
3079	Miscellaneous plastics products	12	3	136.3	.4484	82
3531	Construction machinery	3	2	140.2	1.0573	98
3573	Electronic computing equipment	9	6	1,359.1	2.6178	99
3632	Household refrigerators & freezers	1	1	215.4	6.6202	100
3711	Motor vehicles & passenger-car bodies	2	1	986.8	1.1615	98
4011	*Line-haul-operating railroads*	*4*	*2*	*2,415.5*	*11.1028*	*100*
7011	*Hotels, motels, & tourist courts*	*18*	*7*	*53.1*	*.1762*	*73*
7372	*Computer programming & software*	*10*	*7*	*62.6*	*.5222*	*89*
8062	*General medical & surgical hospitals*	*10*	*10*	*425.2*	*.2703*	*100*
8221	*Colleges & universities n.e.c.*	*11*	*3*	*48.6*	*.2149*	*72*
Red Lake	**All mfg.**	**1**	**1**	**17.7**	**.0009**	**100**
Redwood	**All mfg.**	**9**	**2**	**96.1**	**.0047**	**63**
Renville	**All mfg.**	**12**	**5**	**149.7**	**.0073**	**63**
Rice	**All mfg.**	**26**	**9**	**338.7**	**.0165**	**56**
8062	*General medical & surgical hospitals*	*4*	*4*	*78.1*	*.0496*	*100*
Rock	**All mfg.**	**6**	**2**	**107.5**	**.0052**	**77**

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Roseau	All mfg.	3	2	104.3	.0051	97
St. Louis	All mfg.	80	22	741.6	.0362	70
1011	*Iron-ore mining*	*11*	*8*	*598.9*	*36.3058*	*95*
2038	Frozen food specialties	2	1	186.6	4.0082	98
4911	*Electric services*	*3*	*1*	*350.1*	*.3722*	*89*
8062	*General medical & surgical hospitals*	*8*	*6*	*177.0*	*.1125*	*96*
Scott	All mfg.	29	11	372.6	.0182	67
Sherburne	All mfg.	19	4	107.9	.0053	82
8062	*General medical & surgical hospitals*	*2*	*2*	*124.2*	*.0789*	*100*
Sibley	All mfg.	9	3	53.7	.0026	56
Stearns	All mfg.	28	16	491.5	.0240	83
3281	Cut stone & stone products	2	2	25.0	6.4004	100
Steele	All mfg.	38	13	450.0	.0220	75
3423	Hand & edge tools n.e.c.	1	1	55.9	1.7925	100
Stevens	All mfg.	6		18.4	.0009	0
Swift	All mfg.	5	1	49.7	.0024	62
Todd	All mfg.	15	3	160.9	.0079	68
Wabasha	All mfg.	14	4	163.7	.0080	52
Wadena	All mfg.	7	1	43.3	.0021	58
Waseca	All mfg.	9	3	336.9	.0165	93
3662	Radio & TV communication equipment	1	1	188.6	.5180	100
Washington	All mfg.	21	5	664.2	.0324	87
2431	Millwork	3	1	306.0	5.6410	99
Watonwan	All mfg.	9	4	94.9	.0046	68
Wilkin	All mfg.	2		4.3	.0002	0
Winona	All mfg.	45	22	438.4	.0214	77
Wright	All mfg.	31	7	144.6	.0071	57
4912	*Nuclear power*	*1*	*1*	*361.9*	*1.2991*	*100*
Yellow Medicine	All mfg.	6	3	79.5	.0039	92
STATE TOTAL	All mfg.	2,526	834	38,399.9	1.8750	80

MISSISSIPPI

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adams	All mfg.	20	4	444.8	.0217	84
2611	Pulp mills	1	1	209.3	5.9272	100
3011	Tires & inner tubes	1	1	120.2	1.3491	100
Alcorn	All mfg.	30	17	614.9	.0300	91
3661	Telephone & telegraph apparatus	1	1	182.7	1.1049	100
Amite	All mfg.	6	2	53.1	.0026	65
Attala	All mfg.	18	5	115.4	.0056	49
Benton	All mfg.	3	1	18.1	.0009	26
Bolivar	All mfg.	13	7	240.7	.0118	83
Calhoun	All mfg.	15	7	108.8	.0053	75
Carroll	All mfg.	1		4.3	.0002	0
Chickasaw	All mfg.	36	17	250.8	.0122	78
2512	Upholstered wood household furniture	16	5	81.5	1.6740	68
Choctaw	All mfg.	8	6	88.7	.0043	95
Claiborne	All mfg.	10	4	101.3	.0049	56
Clarke	All mfg.	15	6	121.1	.0059	68
Clay	All mfg.	12	5	775.3	.0379	97
2011	Meat-packing plants	1	1	656.3	1.3093	100
Coahoma	All mfg.	20	8	276.3	.0136	77
Copiah	All mfg.	20	12	182.3	.0089	87
Covington	All mfg.	7	3	64.4	.0031	83
De Soto	All mfg.	52	19	460.1	.0225	72
Forrest	All mfg.	36	13	420.3	.0205	80
8062	*General medical & surgical hospitals*	*2*	*2*	*62.4*	*.0397*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*103.9*	*.4595*	*98*
Franklin	All mfg.	6	1	33.9	.0017	28
George	All mfg.	3	1	10.9	.0005	55
Greene	All mfg.	2	1	9.9	.0005	87
Grenada	All mfg.	22	7	374.7	.0183	85
3585	Refrigeration & heating equipment	1	1	161.4	1.2197	100
Hancock	All mfg.	13	5	190.5	.0093	75
3483	Ammunition, except small-arms, n.e.c.	1	1	51.4	3.9417	100
Harrison	All mfg.	70	27	683.3	.0334	64
7011	*Hotels, motels, & tourist courts*	*22*	*5*	*54.4*	*.1806*	*47*
8062	*General medical & surgical hospitals*	*6*	*5*	*194.4*	*.1236*	*99*
Hinds	All mfg.	159	53	1,715.8	.0838	76
2517	Wood TV & radio cabinets	1	1	53.4	13.8557	100
3561	Pumps & pumping equipment	1	1	124.1	2.2988	100
3613	Switchgear & switchboard apparatus	2	2	72.3	1.5334	100
3694	Engine electrical equipment	1	1	57.4	1.4614	100
4911	*Electric services*	*1*	*1*	*327.8*	*.3485*	*100*
6025	*National banks, federal reserve system*	*2*	*2*	*373.1*	*.3084*	*100*
7011	*Hotels, motels, & tourist courts*	*18*	*2*	*37.0*	*.1228*	*38*
8062	*General medical & surgical hospitals*	*7*	*6*	*251.1*	*.1596*	*99*
Holmes	All mfg.	8	4	99.2	.0048	92
Humphreys	All mfg.	7	3	60.0	.0029	71
Itawamba	All mfg.	19	10	146.3	.0071	81
Jackson	All mfg.	49	19	3,156.1	.1541	95
2621	Paper mills, except building paper	1	1	165.7	.8143	100
3731	Ship building & repairing	7	7	494.6	4.6665	100
Jasper	All mfg.	7	2	58.6	.0029	58
Jefferson	All mfg.	4	2	34.7	.0017	76
Jefferson Davis	All mfg.	2	1	9.6	.0005	48
Jones	All mfg.	41	13	479.9	.0234	69
2499	Wood products n.e.c.	2	1	86.9	2.4366	95
3612	Transformers	1	1	58.1	1.8321	100
Kemper	All mfg.	6	3	31.6	.0015	80
Lafayette	All mfg.	7	4	114.2	.0056	83
Lamar	All mfg.	11	5	310.4	.0152	88
Lauderdale	All mfg.	61	20	474.7	.0232	69
8062	*General medical & surgical hospitals*	*6*	*6*	*160.5*	*.1020*	*100*
Lawrence	All mfg.	5	5	163.4	.0080	100
Leake	All mfg.	11	7	101.7	.0050	91
Lee	All mfg.	75	36	1,062.7	.0519	88
2311	Men's & boys' suits & coats	3	3	51.8	1.4673	100
2512	Upholstered wood household furniture	12	6	98.4	2.0211	83
8062	*General medical & surgical hospitals*	*2*	*2*	*66.4*	*.0422*	*100*
Leflore	All mfg.	22	9	197.3	.0096	75
Lincoln	All mfg.	21	3	87.5	.0043	35
Lowndes	All mfg.	40	23	594.1	.0290	88
3621	Motors & generators	2	2	109.3	1.7910	100
Madison	All mfg.	36	12	301.7	.0147	77
Marion	All mfg.	10	3	71.5	.0035	48
8062	*General medical & surgical hospitals*	*1*	*1*	*174.9*	*.1112*	*100*
Marshall	All mfg.	13	6	96.7	.0047	82
Monroe	All mfg.	35	19	371.4	.0181	82
2327	Men's & boys' separate trousers	10	10	73.2	2.2214	100
Montgomery	All mfg.	11	5	62.9	.0031	61
Neshoba	All mfg.	14	13	172.9	.0084	99
Newton	All mfg.	14	7	140.6	.0069	80
Noxubee	All mfg.	9	6	55.4	.0027	70
Oktibbeha	All mfg.	17	7	167.1	.0082	71
Panola	All mfg.	30	10	155.3	.0076	67
Pearl River	All mfg.	23	5	124.2	.0061	43
Perry	All mfg.	3	2	22.8	.0011	96
Pike	All mfg.	22	9	268.0	.0131	68
Pontotoc	All mfg.	27	13	197.5	.0096	76
2512	Upholstered wood household furniture	8	4	81.5	1.6740	84
Prentiss	All mfg.	23	14	255.2	.0125	88
Quitman	All mfg.	5	3	127.2	.0062	96
Rankin	All mfg.	17	10	199.0	.0097	84
8062	*General medical & surgical hospitals*	*2*	*2*	*89.4*	*.0568*	*100*
Scott	All mfg.	28	10	361.8	.0177	82
2016	Poultry-dressing plants	3	3	145.7	1.5748	100
2017	Poultry & egg processing	2	2	47.6	3.3874	100
Sharkey	All mfg.	2	2	48.9	.0024	100
Simpson	All mfg.	9	3	124.2	.0061	82
3612	Transformers	1	1	90.3	2.8475	100
Smith	All mfg.	13	8	131.8	.0064	87
Stone	All mfg.	7	2	79.6	.0039	75
Sunflower	All mfg.	13	8	137.6	.0067	89
Tallahatchie	All mfg.	6	2	13.2	.0006	50
Tate	All mfg.	6	4	86.4	.0042	94
Tippah	All mfg.	18	13	235.3	.0115	93
2512	Upholstered wood household furniture	4	2	66.4	1.3638	87
Tishomingo	All mfg.	19	9	139.5	.0068	77
Tunica	All mfg.	4	1	73.7	.0036	30
Union	All mfg.	22	8	160.0	.0078	77
2512	Upholstered wood household furniture	2	1	44.8	.9202	96
Walthall	All mfg.	5		20.8	.0010	0
Warren	All mfg.	29	10	349.5	.0171	44
3731	Ship building & repairing	3	1	45.1	.4255	91
Washington	All mfg.	50	18	822.6	.0402	38
Wayne	All mfg.	9	4	98.9	.0048	70
Webster	All mfg.	10	7	64.2	.0031	89
Wilkinson	All mfg.	3	1	19.1	.0009	84
Winston	All mfg.	15	8	187.7	.0092	89
Yalobusha	All mfg.	5	4	126.4	.0062	97
Yazoo	All mfg.	12	4	227.6	.0111	86
STATE TOTAL	All mfg.	1,587	670	20,841.9	1.0177	80

MISSOURI

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adair	All mfg.	9	5	93.3	.0046	90
Atchison	All mfg.	3	1	309.9	.0151	98
Audrain	All mfg.	19	6	232.8	.0114	60
3255	Clay refractories	5	4	126.6	14.6834	94
Barry	All mfg.	28	9	300.1	.0147	77
Barton	All mfg.	4	2	112.7	.0055	96
2514	Metal household furniture	1	1	90.7	4.5414	100
Bates	All mfg.	5	1	34.9	.0017	19
Benton	All mfg.	4	1	16.4	.0008	59
Bollinger	All mfg.	3	2	17.9	.0009	87
Boone	All mfg.	36	10	597.9	.0292	79

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
MISSOURI (Boone, cont.)						
3079	Miscellaneous plastics products	3	1	97.2	.3197	92
3546	Power-driven hand tools	1	1	88.9	6.2475	100
8062	*General medical & surgical hospitals*	*5*	*5*	*246.4*	*.1566*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*72.7*	*.3215*	*100*
Buchanan	**All mfg.**	**73**	**35**	**1,587.8**	**.0775**	**84**
2648	Stationery products	1	1	98.2	10.1667	100
3496	Miscellaneous fabricated wire products	2	2	33.8	1.7085	100
8062	*General medical & surgical hospitals*	*2*	*2*	*93.7*	*.0596*	*100*
Butler	**All mfg.**	**17**	**6**	**88.4**	**.0043**	**57**
8062	*General medical & surgical hospitals*	*4*	*3*	*68.3*	*.0434*	*95*
Caldwell	**All mfg.**	**1**	**1**	**29.4**	**.0014**	**100**
Callaway	**All m'g.**	**7**	**3**	**45.9**	**.0022**	**63**
8062	*General medical & surgical hospitals*	*2*	*1*	*68.4*	*.0435*	*93*
Camden	**All mfg.**	**8**	**1**	**60.0**	**.0029**	**62**
Cape Girardeau	**All mfg.**	**52**	**15**	**837.2**	**.0409**	**82**
Carroll	**All mfg.**	**5**	**2**	**61.3**	**.0030**	**91**
Carter	**All mfg.**	**5**	**2**	**31.5**	**.0015**	**72**
Cass	**All mfg.**	**11**	**2**	**52.3**	**.0026**	**63**
Cedar	**All mfg.**	**10**	**5**	**84.6**	**.0041**	**60**
Chariton	**All mfg.**	**3**	**1**	**16.3**	**.0008**	**37**
Christian	**All mfg.**	**10**	**2**	**67.3**	**.0033**	**81**
Clark	**All mfg.**	**1**		**10.6**	**.0005**	**0**
Clay	**All mfg.**	**72**	**20**	**624.8**	**.0305**	**55**
8062	*General medical & surgical hospitals*	*4*	*4*	*101.3*	*.0644*	*100*
Clinton	**All mfg.**	**2**	**1**	**11.2**	**.0005**	**86**
Cole	**All mfg.**	**17**	**7**	**317.7**	**.0155**	**87**
3612	Transformers	1	1	106.2	3.3489	100
8062	*General medical & surgical hospitals*	*4*	*4*	*58.6*	*.0372*	*100*
Cooper	**All mfg.**	**11**	**5**	**79.2**	**.0039**	**54**
Crawford	**All mfg.**	**8**	**3**	**46.2**	**.0023**	**67**
Dade	**All mfg.**	**2**		**4.9**	**.0002**	**0**
Daviess	**All mfg.**	**3**	**1**	**13.0**	**.0006**	**30**
Dent	**All mfg.**	**5**	**3**	**23.8**	**.0013**	**91**
Douglas	**All mfg.**	**5**	**2**	**48.3**	**.0024**	**80**
Dunklin	**All mfg.**	**13**	**6**	**167.4**	**.0082**	**86**
Franklin	**All mfg.**	**68**	**25**	**449.4**	**.0219**	**63**
Gasconade	**All mfg.**	**20**	**5**	**114.4**	**.0056**	**66**
Gentry	**All mfg.**	**4**	**1**	**26.9**	**.0013**	**59**
Greene	**All mfg.**	**110**	**36**	**1,991.5**	**.0972**	**84**
2654	Sanitary food containers	1	1	114.5	4.9032	100
3651	Radio & TV receiving sets	1	1	235.9	3.2468	100
3679	Electronic components n.e.c.	2	2	82.1	.4955	100
8062	*General medical & surgical hospitals*	*4*	*4*	*180.7*	*.1149*	*100*
Grundy	**All mfg.**	**3**	**2**	**104.5**	**.0051**	**96**
Harrison	**All mfg.**	**3**	**1**	**10.6**	**.0005**	**57**
Henry	**All mfg.**	**12**	**3**	**178.6**	**.0087**	**75**
Hickory	**All mfg.**	**2**		**4.4**	**.0002**	**0**
Holt	**All mfg.**	**2**	**1**	**30.6**	**.0015**	**88**
Howard	**All mfg.**	**7**	**4**	**60.0**	**.0029**	**84**
Howell	**All mfg.**	**24**	**9**	**146.9**	**.0072**	**70**
Iron	**All mfg.**	**4**	**2**	**34.0**	**.0017**	**89**
Jackson	**All mfg.**	**421**	**112**	**7,294.5**	**.3562**	**86**
1629	*Heavy construction n.e.c.*	*6*	*3*	*105.2*	*.4677*	*79*
2711	Newspapers	8	1	143.4	.5520	86
2771	Greeting-card publishing	2	1	761.7	30.5609	100
2869	Industrial organic chemicals n.e.c.	3	1	514.9	1.3523	98
3079	Miscellaneous plastics products	25	5	112.3	.3694	52
3312	Blast furnaces & steel mills	1	1	470.3	1.5286	100
3315	Steel wire & related products	1	1	281.4	13.6961	100
3482	Small-arms ammunition	2	1	116.0	17.9567	98
3523	Farm machinery & equipment	3	2	121.7	1.2792	98
3661	Telephone & telegraph apparatus	1	1	397.6	2.4045	100
4011	*Line-haul-operating railroads*	*1*	*1*	*350.9*	*1.6129*	*100*
4911	*Electric services*	*1*	*1*	*515.6*	*.5481*	*100*
4924	*Natural-gas distribution*	*2*	*1*	*445.5*	*2.0626*	*98*
6025	*National banks, federal reserve system*	*14*	*5*	*462.1*	*.3820*	*89*
7011	*Hotels, motels, & tourist courts*	*29*	*14*	*191.0*	*.6340*	*81*
8062	*General medical & surgical hospitals*	*15*	*14*	*717.5*	*.4561*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*5*	*95.9*	*.4241*	*100*
Jasper	**All mfg.**	**88**	**45**	**1,288.3**	**.0629**	**89**
8062	*General medical & surgical hospitals*	*4*	*4*	*76.9*	*.0489*	*100*
Jefferson	**All mfg.**	**34**	**13**	**553.7**	**.0270**	**81**
Johnson	**All mfg.**	**11**	**5**	**69.4**	**.0034**	**72**
Knox	**All mfg.**	**1**		**1.0**	**.0000**	**0**
Laclede	**All mfg.**	**19**	**8**	**198.9**	**.0097**	**71**
Lafayette	**All mfg.**	**19**	**6**	**94.5**	**.0046**	**46**
Lawrence	**All mfg.**	**34**	**9**	**328.5**	**.0160**	**75**
Lewis	**All mfg.**	**2**	**1**	**10.1**	**.0005**	**73**
Lincoln	**All mfg.**	**9**	**3**	**23.7**	**.0012**	**47**
Linn	**All mfg.**	**8**	**3**	**80.2**	**.0039**	**64**
Livingston	**All mfg.**	**10**	**3**	**80.9**	**.0040**	**39**
McDonald	**All mfg.**	**9**	**5**	**147.6**	**.0072**	**88**
Macon	**All mfg.**	**3**	**2**	**86.3**	**.0042**	**98**
Madison	**All mfg.**	**8**	**1**	**35.9**	**.0018**	**33**
Maries	**All mfg.**	**5**	**1**	**41.4**	**.0020**	**74**
Marion	**All mfg.**	**29**	**10**	**270.0**	**.0132**	**71**
Miller	**All mfg.**	**10**	**3**	**96.0**	**.0047**	**66**
Mississippi	**All mfg.**	**5**	**2**	**43.7**	**.0021**	**71**
Moniteau	**All mfg.**	**6**	**4**	**95.8**	**.0047**	**89**
Monroe	**All mfg.**	**5**	**2**	**23.0**	**.0011**	**58**
Montgomery	**All mfg.**	**9**	**2**	**37.0**	**.0018**	**43**
Morgan	**All mfg.**	**6**	**2**	**33.6**	**.0016**	**78**
New Madrid	**All mfg.**	**4**	**3**	**30.2**	**.0015**	**90**
Newton	**All mfg.**	**23**	**11**	**349.1**	**.0170**	**88**
Nodaway	**All mfg.**	**14**	**2**	**108.6**	**.0053**	**50**
Oregon	**All mfg.**	**4**	**1**	**14.2**	**.0007**	**34**
Osage	**All mfg.**	**9**	**1**	**38.6**	**.0019**	**32**
Ozark	**All mfg.**	**5**		**10.5**	**.0005**	**0**
Pemiscot	**All mfg.**	**6**	**5**	**61.1**	**.0030**	**93**
Perry	**All mfg.**	**9**	**3**	**67.3**	**.0033**	**71**
Pettis	**All mfg.**	**35**	**16**	**322.9**	**.0158**	**71**
Phelps	**All mfg.**	**11**	**4**	**91.1**	**.0044**	**67**
Pike	**All mfg.**	**12**	**4**	**126.6**	**.0062**	**68**
Platte	**All mfg.**	**5**		**24.1**	**.0012**	**0**
Polk	**All mfg.**	**6**	**2**	**34.4**	**.0017**	**60**
Pulaski	**All mfg.**	**7**	**3**	**34.3**	**.0017**	**77**
8062	*General medical & surgical hospitals*	*2*	*1*	*55.0*	*.0350*	*93*
Putnam	**All mfg.**	**2**		**5.6**	**.0003**	**0**
Ralls	**All mfg.**	**2**		**5.3**	**.0003**	**0**
Randolph	**All mfg.**	**15**	**5**	**178.0**	**.0087**	**76**
Ray	**All mfg.**	**6**	**1**	**33.6**	**.0016**	**30**
Reynolds	**All mfg.**	**2**	**1**	**6.0**	**.0003**	**65**
Ripley	**All mfg.**	**3**	**2**	**12.7**	**.0006**	**38**
St. Charles	**All mfg.**	**62**	**14**	**1,027.5**	**.0502**	**85**
2869	Industrial organic chemicals n.e.c.	1	1	539.5	1.4169	100
3662	Radio & TV communication equipment	1	1	205.7	.5650	100
St. Clair	**All mfg.**	**2**		**8.3**	**.0004**	**0**
Ste. Genevieve	**All mfg.**	**7**	**5**	**103.3**	**.0050**	**96**
St. Francois	**All mfg.**	**22**	**3**	**134.2**	**.0066**	**49**
8062	*General medical & surgical hospitals*	*4*	*4*	*100.7*	*.0640*	*100*
St. Louis	**All mfg.**	**190**	**46**	**3,239.5**	**.1582**	**80**
3585	Refrigeration & heating equipment	2	1	201.0	1.5190	98
3711	Motor vehicles & passenger-car bodies	1	1	1,406.2	1.6551	100
3713	Truck & bus bodies	2	1	63.0	2.2422	99
7011	*Hotels, motels, & tourist courts*	*13*	*5*	*52.5*	*.1743*	*76*
8062	*General medical & surgical hospitals*	*3*	*2*	*61.4*	*.0390*	*79*
St. Louis city	**All mfg.**	**965**	**289**	**12,000.0**	**.5860**	**78**
1622	*Bridge & tunnel construction*	*7*	*3*	*185.9*	*3.5005*	*92*
2051	Bread, cake, & related products	11	6	210.8	1.4252	94
2082	Malt beverages	1	1	1,526.5	13.0462	100
2751	Letterpress commercial printing	31	5	64.7	1.0836	49
2752	Lithographic commercial printing	25	5	194.9	1.1495	50
2834	Pharmaceutical preparations	10	9	259.0	1.1880	99
2841	Soap & other detergents	12	7	561.2	5.4583	90
2851	Paints & allied products	21	3	172.4	1.8643	38
2869	Industrial organic chemicals n.e.c.	7	4	397.2	1.0432	85
2899	Chemical preparations n.e.c.	12	3	128.8	2.0064	64
3079	Miscellaneous plastics products	32	9	155.2	.5105	59
3143	Men's nonathletic footwear	1	1	51.3	2.0915	100
3321	Gray-iron foundries	8	4	97.2	1.0821	72
3433	Heating equipment, except electric	6	4	38.4	1.9665	93
3441	Fabricated structural metal	16	4	127.9	1.3217	71
3443	Fabricated plate work (boiler shops)	15	6	242.9	2.3879	89
3469	Metal stampings n.e.c.	11	3	66.7	.9273	67
3586	Measuring & dispensing pumps	1	1	47.2	12.1057	100
3613	Switchgear & switchboard apparatus	4	4	76.1	1.6140	100
3621	Motors & generators	8	6	269.8	4.4211	97
3711	Motor vehicles & passenger-car bodies	2	1	710.6	.8364	95
3714	Motor-vehicle parts & accessories	9	3	222.0	.4699	81
3721	Aircraft	1	1	734.8	2.5484	100
3822	Environmental controls	3	2	50.2	2.8046	93
3841	Surgical & medical instruments	5	4	54.8	1.1595	91
4011	*Line-haul-operating railroads*	*10*	*4*	*1,469.2*	*6.7532*	*98*
4923	*Gas transmission & distribution*	*1*	*1*	*1,843.0*	*7.8612*	*100*
4931	*Electric & other services combined*	*1*	*1*	*901.6*	*2.9416*	*100*
5084	*Industrial-machinery distributors*	*26*	*1*	*317.3*	*.9767*	*31*
5085	*Industrial-supply distributors*	*30*	*2*	*431.0*	*1.4534*	*49*
6025	*National banks, federal reserve system*	*12*	*5*	*776.0*	*.6414*	*93*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
7011	Hotels, motels, & tourist courts	37	11	185.9	.6170	75
7372	Computer programming & software	4	2	103.6	.8642	96
7374	Data-processing services	6	2	166.6	1.6490	97
8062	General medical & surgical hospitals	30	28	1,599.2	1.0165	100
8221	Colleges & universities n.e.c.	7	4	83.5	.3693	93
Saline	All mfg.	15	5	287.1	.0140	86
8062	General medical & surgical hospitals	3	2	67.1	.0427	97
Scotland	All mfg.	2		7.6	.0004	0
Scott	All mfg.	27	11	168.3	.0082	62
Shannon	All mfg.	6	3	22.8	.0011	67
Shelby	All mfg.	2	2	34.3	.0017	100
Stoddard	All mfg.	19	10	200.0	.0098	85
3144	Women's nonathletic footwear	2	2	41.7	2.0176	100
Stone	All mfg.	4	3	28.0	.0014	94
Sullivan	All mfg.	1	1	22.3	.0011	100
Taney	All mfg.	8	2	62.4	.0030	37
Texas	All mfg.	12	6	126.4	.0062	89
Vernon	All mfg.	10	5	122.4	.0060	91
Warren	All mfg.	11	4	188.3	.0092	83
Washington	All mfg.	3	1	27.0	.0013	77
Wayne	All mfg.	8	2	31.8	.0016	48
Webster	All mfg.	13	7	154.1	.0075	86
Worth	All mfg.	1		2.2	.0001	0
Wright	All mfg.	4	4	79.9	.0039	100
STATE TOTAL	All mfg.	3,026	978	39,744.7	1.9407	80

MONTANA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Beaverhead	All mfg.	2		9.9	.0005	0
Broadwater	All mfg.	1		2.0	.0001	0
Cascade	All mfg.	19	1	407.1	.0199	2
8062	General medical & surgical hospitals	3	3	97.2	.0618	100
Chouteau	All mfg.	1	1	12.1	.0006	100
Custer	All mfg.	2		6.9	.0003	0
Dawson	All mfg.	4		14.6	.0007	0
Deer Lodge	All mfg.	1		2.3	.0001	0
8062	General medical & surgical hospitals	2	2	129.5	.0823	100
Fergus	All mfg.	3		14.6	.0007	0
Flathead	All mfg.	23	6	400.7	.0196	69
3334	Primary aluminum	1	1	188.4	2.8920	100
Gallatin	All mfg.	16	1	72.9	.0036	16
Glacier	All mfg.	2		112.0	.0055	0
Hill	All mfg.	5	2	48.3	.0024	63
Jefferson	All mfg.	2		23.1	.0011	0
Lake	All mfg.	2	1	28.8	.0014	95
Lewis and Clark	All mfg.	11	3	83.4	.0041	59
Liberty	All mfg.	1		2.8	.0001	0
Lincoln	All mfg.	6	3	74.5	.0036	66
Mineral	All mfg.	2	1	22.8	.0011	85
Missoula	All mfg.	29	5	323.0	.0158	51
8062	General medical & surgical hospitals	3	2	62.9	.0400	94
Musselshell	All mfg.	1	1	13.2	.0006	100
Park	All mfg.	5	1	25.0	.0012	67
Pondera	All mfg.	1		.9	.0000	0
Powell	All mfg.	1		8.7	.0004	0
Ravalli	All mfg.	4		16.6	.0008	0
Richland	All mfg.	7	1	45.1	.0022	45
Roosevelt	All mfg.	4	1	19.7	.0010	31
Sanders	All mfg.	2	1	17.3	.0008	84
Silver Bow	All mfg.	5	2	27.9	.0014	65
Stillwater	All mfg.	2		5.3	.0003	0
Valley	All mfg.	3		5.7	.0003	0
Yellowstone	All mfg.	40	9	1,351.3	.0660	91
8062	General medical & surgical hospitals	2	2	93.8	.0596	100
STATE TOTAL	All mfg.	207	40	3,198.5	.1562	61

NEBRASKA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adams	All mfg.	26	6	182.1	.0089	38
8062	General medical & surgical hospitals	2	2	57.0	.0362	100
Antelope	All mfg.	1		11.4	.0006	0
Box Butte	All mfg.	7	2	36.2	.0018	38
Buffalo	All mfg.	17	9	322.4	.0157	85
Burt	All mfg.	2	1	22.8	.0011	52
Butler	All mfg.	3	1	21.3	.0010	39
Cass	All mfg.	7	1	62.2	.0030	53
Cedar	All mfg.	2		18.9	.0009	0
Chase	All mfg.	1		7.3	.0004	0
Cheyenne	All mfg.	8	1	111.2	.0054	6
Clay	All mfg.	3		10.4	.0005	0
Colfax	All mfg.	2	1	38.3	.0019	75

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Cuming	All mfg.	4	2	221.5	.0108	95
Custer	All mfg.	3	1	27.5	.0013	83
Dakota	All mfg.	7	1	1,364.1	.0666	98
2011	Meat-packing plants	1	1	1,342.1	2.6775	100
Dawson	All mfg.	24	7	457.2	.0223	74
Deuel	All mfg.	1		6.9	.0003	0
Dixon	All mfg.	1	1	10.2	.0005	100
Dodge	All mfg.	30	7	483.4	.0236	69
2011	Meat-packing plants	1	1	264.8	.5283	100
Douglas	All mfg.	247	71	4,171.4	.2037	77
1623	Pipe- & utility-line construction	4	2	288.1	4.1826	97
1629	Heavy construction n.e.c.	4	1	656.8	2.9201	99
2011	Meat-packing plants	17	6	965.8	1.9268	82
2051	Bread, cake, & related products	8	3	55.1	.3725	61
3523	Farm machinery & equipment	6	1	210.5	2.2125	89
3661	Telephone & telegraph apparatus	2	1	528.5	3.1962	99
4011	Line-haul-operating railroads	2	2	1,190.5	5.4721	100
4911	Electric services	1	1	390.3	.4149	100
6025	National banks, federal reserve system	7	3	192.7	.1593	90
7011	Hotels, motels, & tourist courts	15	5	56.6	.1879	63
8062	General medical & surgical hospitals	10	9	422.5	.2686	100
Fillmore	All mfg.	2		9.9	.0005	0
Furnas	All mfg.	2		15.1	.0007	0
Gage	All mfg.	10	4	100.0	.0049	65
Garden	All mfg.	2	2	12.0	.0006	100
Garfield	All mfg.	2		8.3	.0004	0
Hall	All mfg.	35	10	393.4	.0192	71
3523	Farm machinery & equipment	4	2	139.4	1.4652	93
Hamilton	All mfg.	6	1	41.9	.0020	28
Harlan	All mfg.	1		3.8	.0002	0
Hitchcock	All mfg.	1	1	8.7	.0004	100
Holt	All mfg.	2	1	21.0	.0010	41
Jefferson	All mfg.	7	2	65.0	.0032	32
Johnson	All mfg.	1	1	14.2	.0007	100
Kearney	All mfg.	4	1	52.2	.0025	81
Keith	All mfg.	3	1	55.0	.0027	77
Kimball	All mfg.	2		11.4	.0006	0
Lancaster	All mfg.	88	39	1,493.8	.0729	87
3041	Rubber & plastic hose & belting	1	1	113.0	5.2490	100
8062	General medical & surgical hospitals	7	6	176.0	.1119	98
8221	Colleges & universities n.e.c.	3	1	55.4	.2450	92
Lincoln	All mfg.	6		34.8	.0017	0
Madison	All mfg.	26	10	643.7	.0314	82
Merrick	All mfg.	1	1	18.8	.0009	100
Morrill	All mfg.	1	1	26.2	.0013	100
Nemaha	All mfg.	7	4	56.1	.0027	71
Nuckolls	All mfg.	3	2	82.3	.0040	81
Otoe	All mfg.	9	3	81.0	.0040	42
Phelps	All mfg.	4	2	65.7	.0032	83
Pierce	All mfg.	2		10.5	.0005	0
Platte	All mfg.	29	8	390.1	.0190	78
3523	Farm machinery & equipment	6	4	138.3	1.4536	93
3676	Electronic resistors	1	1	38.1	4.3389	100
Polk	All mfg.	2		3.6	.0002	0
Red Willow	All mfg.	6	2	76.2	.0037	50
Richardson	All mfg.	7		46.1	.0023	0
Rock	All mfg.	1		7.3	.0004	0
Saline	All mfg.	9	4	341.4	.0167	92
Sarpy	All mfg.	11	3	193.5	.0094	80
Saunders	All mfg.	3		15.8	.0008	0
Scotts Bluff	All mfg.	16	7	253.1	.0124	79
Seward	All mfg.	2	2	83.3	.0041	100
Sheridan	All mfg.	2		27.8	.0014	0
Thayer	All mfg.	2	1	27.5	.0013	95
Thurston	All mfg.	4	1	17.4	.0008	36
Valley	All mfg.	1		2.3	.0001	0
Washington	All mfg.	4	1	38.0	.0019	76
Wayne	All mfg.	3		12.1	.0006	0
Wheeler	All mfg.	1		7.3	.0004	0
York	All mfg.	14	2	74.1	.0036	19
STATE TOTAL	All mfg.	740	229	12,528.4	.6118	77

NEVADA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Carson City	All mfg.	8	1	49.1	.0024	55
Churchill	All mfg.	1		14.7	.0007	0
Clark	All mfg.	56	12	530.9	.0254	59
4911	Electric services	6	1	334.6	.3557	82
7011	Hotels, motels, & tourist courts	66	32	1,143.3	3.7948	80
8062	General medical & surgical hospitals	9	7	291.8	.1855	98
Douglas	All mfg.	2	2	107.4	.0052	100
7011	Hotels, motels, & tourist courts	6	6	260.1	.8633	100

1985 **S&MM** Est.

County SIC	Industry	Establishments Total	 Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
NEVADA (cont.)						
Elko	**All mfg.**	**2**		**5.0**	**.0002**	**0**
Esmeralda	**All mfg.**	**1**		**.9**	**.0000**	**0**
Lander	**All mfg.**	**2**	**1**	**19.4**	**.0009**	**86**
Lyon	**All mfg.**	**4**	**1**	**59.3**	**.0029**	**46**
Nye	**All mfg.**	**2**	**1**	**18.8**	**.0009**	**24**
Pershing	**All mfg.**	**1**	**1**	**33.3**	**.0016**	**100**
Washoe	**All mfg.**	**54**	**14**	**608.5**	**.0297**	**70**
6025	*National banks, federal reserve system*	*2*	*2*	*253.3*	*.2094*	*100*
7011	*Hotels, motels, & tourist courts*	*28*	*10*	*361.8*	*1.2009*	*92*
8062	*General medical & surgical hospitals*	*3*	*3*	*133.6*	*.0849*	*100*
White Pine						
1021	*Copper-ore mining*	*1*	*1*	*131.0*	*7.3119*	*100*
STATE TOTAL	**All mfg.**	**133**	**33**	**1,437.3**	**.0702**	**66**
NEW HAMPSHIRE						
Belknap	**All mfg.**	**41**	**16**	**262.0**	**.0128**	**59**
Carroll	**All mfg.**	**22**	**6**	**99.9**	**.0049**	**54**
Cheshire	**All mfg.**	**64**	**23**	**587.2**	**.0287**	**74**
3569	General industrial machinery n.e.c.	3	2	66.3	1.7603	95
Coos	**All mfg.**	**15**	**8**	**294.7**	**.0144**	**94**
2611	Pulp mills	1	1	152.1	4.3073	100
Grafton	**All mfg.**	**53**	**15**	**302.0**	**.0147**	**65**
8062	*General medical & surgical hospitals*	*5*	*3*	*90.1*	*.0573*	*91*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*98.3*	*.4347*	*100*
Hillsborough	**All mfg.**	**317**	**120**	**4,429.9**	**.2163**	**83**
2641	Paper coating & glazing	2	1	213.7	3.5451	97
3021	Rubber & plastic footwear	3	3	95.3	13.6377	100
3079	Miscellaneous plastics products	15	6	90.0	.2961	72
3144	Women's nonathletic footwear	4	4	155.8	7.5382	100
3554	Paper-industries machinery	3	2	96.6	7.1609	94
3573	Electronic computing equipment	15	8	515.7	.9933	93
3613	Switchgear & switchboard apparatus	3	3	105.9	2.2460	100
3641	Electric lamps	3	2	197.1	7.6684	96
3662	Radio & TV communication equipment	4	3	568.5	1.5615	100
3679	Electronic components n.e.c.	24	13	211.7	1.2776	88
4911	*Electric services*	*2*	*2*	*413.6*	*.4397*	*100*
7011	*Hotels, motels, & tourist courts*	*13*	*3*	*38.1*	*.1265*	*63*
8062	*General medical & surgical hospitals*	*6*	*6*	*178.8*	*.1137*	*100*
Merrimack	**All mfg.**	**84**	**31**	**727.9**	**.0355**	**75**
3674	Semiconductors & related devices	1	1	79.6	.4909	100
8062	*General medical & surgical hospitals*	*4*	*4*	*126.3*	*.0803*	*100*
Rockingham	**All mfg.**	**124**	**37**	**1,352.4**	**.0660**	**74**
3069	Fabricated rubber products n.e.c.	3	2	61.2	1.0356	94
3573	Electronic computing equipment	4	2	226.9	.4370	94
7011	*Hotels, motels, & tourist courts*	*11*	*2*	*86.0*	*.2855*	*89*
8062	*General medical & surgical hospitals*	*5*	*4*	*72.0*	*.0458*	*96*
Strafford	**All mfg.**	**56**	**23**	**790.4**	**.0386**	**87**
3079	Miscellaneous plastics products	6	2	174.3	.5734	93
3144	Women's nonathletic footwear	6	5	77.0	3.7256	98
3825	Electricity-measuring instruments	2	2	100.9	1.4637	100
Sullivan	**All mfg.**	**38**	**18**	**436.8**	**.0213**	**85**
STATE TOTAL	**All mfg.**	**814**	**297**	**9,283.2**	**.4533**	**80**
NEW JERSEY						
Atlantic	**All mfg.**	**73**	**23**	**761.7**	**.0372**	**69**
3262	Vitreous china food utensils	1	1	92.1	28.3646	100
4911	*Electric services*	*1*	*1*	*441.8*	*.4697*	*100*
7011	*Hotels, motels, & tourist courts*	*24*	*14*	*724.0*	*2.4031*	*98*
8062	*General medical & surgical hospitals*	*4*	*3*	*78.5*	*.0499*	*96*
Bergen	**All mfg.**	**1,110**	**323**	**11,462.0**	**.5694**	**70**
2052	Cookies & crackers	3	2	166.5	3.8799	95
2335	Women's & misses' dresses	12	3	81.8	1.9474	78
2647	Sanitary paper products	1	1	376.1	3.9455	100
2653	Corrugated & solid fiber boxes	12	7	147.3	1.3189	77
2655	Fiber cans, drums, & similar products	3	1	141.2	8.6218	94
2711	Newspapers	9	3	118.0	.4542	90
2721	Periodicals	8	3	144.8	1.1416	87
2731	Book publishing	15	10	408.5	4.4842	93
2732	Book printing	4	3	107.5	3.4757	98
2751	Letterpress commercial printing	29	6	49.9	.8357	51
2752	Lithographic commercial printing	33	6	480.7	2.8350	74
2833	Medicinals & botanicals	6	1	203.9	6.1309	63
2834	Pharmaceutical preparations	15	7	243.1	1.1150	54
2842	Polishes & sanitation goods	11	6	159.9	3.1374	77
2844	Toilet preparations	15	9	466.6	4.5794	93
3079	Miscellaneous plastics products	41	14	263.9	.8681	66
3444	Sheet-metal work	17	3	55.8	.8281	49
3499	Fabricated metal products n.e.c.	12	5	63.8	1.3876	71
3573	Electronic computing equipment	17	7	310.8	.5986	83
3599	Machinery, except electrical, n.e.c.	17	4	93.2	.9230	70
3621	Motors & generators	4	2	73.3	1.2011	94
3662	Radio & TV communication equipment	9	3	154.2	.4235	91
3679	Electronic components n.e.c.	24	5	120.4	.7266	68
3728	Aircraft equipment n.e.c.	7	3	105.1	1.1165	83
3811	Engineering & scientific instruments	12	3	69.4	2.1782	66
3841	Surgical & medical instruments	7	4	117.8	2.4925	92
3842	Surgical appliances & supplies	6	3	104.1	1.8465	90
3861	Photographic equipment & supplies	14	4	373.1	2.1336	65
3999	Manufactures n.e.c.	8	2	55.8	1.8589	76
5084	*Industrial-machinery distributors*	*30*	*2*	*335.5*	*1.0028*	*27*
5085	*Industrial-supply distributors*	*21*	*1*	*356.6*	*1.2025*	*56*
6025	*National banks, federal reserve system*	*10*	*3*	*336.1*	*.2778*	*72*
7011	*Hotels, motels, & tourist courts*	*18*	*5*	*82.9*	*.2752*	*76*
7374	*Data-processing services*	*11*	*3*	*68.6*	*.6790*	*58*
8062	*General medical & surgical hospitals*	*9*	*8*	*404.8*	*.2573*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*54.9*	*.2428*	*98*
Burlington	**All mfg.**	**203**	**63**	**2,021.5**	**.0987**	**76**
3211	Flat glass	1	1	100.7	4.6314	100
3573	Electronic computing equipment	7	6	162.8	.3136	98
3662	Radio & TV communication equipment	8	4	286.6	.7872	89
8062	*General medical & surgical hospitals*	*8*	*8*	*307.6*	*.1955*	*100*
Camden	**All mfg.**	**316**	**83**	**3,336.9**	**.1629**	**75**
3296	Mineral wool	3	3	272.8	9.5850	100
3573	Electronic computing equipment	7	3	135.7	.2614	86
3662	Radio & TV communication equipment	10	6	757.0	2.0793	97
3679	Electronic components n.e.c.	11	3	63.9	.3856	66
8062	*General medical & surgical hospitals*	*9*	*9*	*313.9*	*.1995*	*100*
Cape May	**All mfg.**	**20**	**4**	**118.6**	**.0058**	**44**
8062	*General medical & surgical hospitals*	*2*	*2*	*57.1*	*.0363*	*100*
Cumberland	**All mfg.**	**104**	**44**	**1,273.1**	**.0622**	**78**
2016	Poultry-dressing plants	2	2	143.8	1.5543	100
2311	Men's & boys' suits & coats	6	6	56.3	1.5948	100
3221	Glass containers	6	4	283.2	7.5327	96
3229	Pressed & blown glass n.e.c.	4	2	117.0	3.1017	93
3231	Products of purchased glass	13	6	93.9	3.0722	66
8062	*General medical & surgical hospitals*	*4*	*4*	*83.9*	*.0533*	*100*
Essex	**All mfg.**	**867**	**208**	**8,084.9**	**.3948**	**69**
1629	*Heavy construction n.e.c.*	*5*	*3*	*441.7*	*1.9638*	*99*
2051	Bread, cake, & related products	9	4	126.4	.8546	89
2082	Malt beverages	2	2	612.1	5.2313	100
2653	Corrugated & solid fiber boxes	8	5	171.0	1.5312	91
2751	Letterpress commercial printing	24	4	42.0	.7034	43
2834	Pharmaceutical preparations	7	5	862.0	3.9538	99
2851	Paints & allied products	22	8	351.4	3.7999	77
2865	Cyclic crudes & intermediates	7	4	291.7	3.2814	89
3079	Miscellaneous plastics products	35	9	136.8	.4500	57
3499	Fabricated metal products n.e.c.	11	2	64.4	1.4007	67
3544	Special dies, tools, jigs, & fixtures	18	3	52.2	1.2797	61
3555	Printing-trades machinery	6	3	56.6	2.2183	86
3559	Special-industry machinery n.e.c.	14	3	86.5	1.6875	71
3599	Machinery, except electrical, n.e.c.	13	2	48.3	.4784	43
3641	Electric lamps	6	4	126.3	4.9138	96
3662	Radio & TV communication equipment	13	4	146.0	.4010	67
3679	Electronic components n.e.c.	23	8	243.8	1.4713	83
3825	Electricity-measuring instruments	5	5	156.2	2.2658	100
3911	Precious-metal jewelry	15	7	139.0	4.5855	84
3944	Games, toys, & children's vehicles	5	2	228.3	3.6669	96
6025	*National banks, federal reserve system*	*7*	*2*	*516.2*	*.4267*	*93*
8062	*General medical & surgical hospitals*	*19*	*19*	*858.9*	*.5459*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*6*	*152.5*	*.6744*	*99*
Gloucester	**All mfg.**	**110**	**32**	**4,953.1**	**.2419**	**91**
2911	Petroleum refining	2	2	3,334.6	1.9332	100
Hudson	**All mfg.**	**652**	**176**	**6,863.2**	**.3351**	**72**
2095	Roasted coffee	2	2	749.7	12.2650	100
2253	Knit-outerwear mills	26	5	89.3	2.8759	41
2337	Women's & misses' suits & coats	36	4	247.7	6.4507	46
2339	Women's & misses' outerwear n.e.c.	15	5	49.9	1.0560	57
2834	Pharmaceutical preparations	2	2	139.0	.6376	100
2844	Toilet preparations	3	2	304.9	2.9924	98
3079	Miscellaneous plastics products	21	9	127.0	.4178	70
3171	Women's handbags & purses	4	3	53.5	11.8573	98
3714	Motor-vehicle parts & accessories	1	1	390.3	.8262	100
3731	Ship building & repairing	4	4	48.8	.4604	100
3999	Manufactures n.e.c.	6	2	108.9	3.6278	93
8062	*General medical & surgical hospitals*	*10*	*10*	*376.3*	*.2392*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*63.7*	*.2817*	*100*
Hunterdon	**All mfg.**	**66**	**21**	**557.1**	**.0272**	**69**
Mercer	**All mfg.**	**203**	**74**	**2,633.4**	**.1286**	**84**
2711	Newspapers	5	4	112.5	.4330	97
3079	Miscellaneous plastics products	7	4	77.5	.2549	89

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3429	Hardware n.e.c.	1	1	153.1	2.3995	100
3573	Electronic computing equipment	5	2	156.3	.3011	92
3585	Refrigeration & heating equipment	3	3	181.4	1.3709	100
3643	Current-carrying wiring devices	1	1	51.6	1.6515	100
3662	Radio & TV communication equipment	4	3	390.4	1.0723	99
6025	*National banks, federal reserve system*	*6*	*3*	*210.9*	*.1743*	*84*
8062	*General medical & surgical hospitals*	*6*	*5*	*188.2*	*.1196*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*113.0*	*.4997*	*96*
Middlesex	**All mfg.**	**611**	**219**	**12,847.1**	**.6127**	**85**
2052	Cookies & crackers	1	1	119.5	2.7847	100
2647	Sanitary paper products	3	1	720.7	7.5605	96
2751	Letterpress commercial printing	12	3	45.2	.7570	80
2819	Industrial inorganic chemicals n.e.c.	10	7	213.7	1.6724	93
2821	Plastics materials & synthetic resins	10	6	297.7	1.5081	90
2833	Medicinals & botanicals	2	2	574.1	17.2420	100
2834	Pharmaceutical preparations	9	8	990.2	4.5418	100
2844	Toilet preparations	13	7	1,009.7	9.9096	96
2869	Industrial organic chemicals n.e.c.	11	4	541.0	1.4208	71
3079	Miscellaneous plastics products	35	14	265.8	.8744	68
3356	Nonferrous rolling & drawing n.e.c.	1	1	248.4	6.8575	100
3411	Metal cans	6	4	143.4	1.5599	77
3573	Electronic computing equipment	10	3	194.5	.3746	68
3585	Refrigeration & heating equipment	3	3	99.1	.7489	100
3679	Electronic components n.e.c.	11	5	92.1	.5558	87
3711	Motor vehicles & passenger-car bodies	2	2	1,493.9	1.7584	100
3944	Games, toys, & children's vehicles	7	4	201.1	3.2300	89
5081	*Commercial-equipment wholesalers*	*3*	*1*	*288.3*	*1.7176*	*95*
6025	*National banks, federal reserve system*	*8*	*3*	*449.1*	*.3712*	*90*
8062	*General medical & surgical hospitals*	*8*	*8*	*316.0*	*.2009*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*157.0*	*.6943*	*100*
Monmouth	**All mfg.**	**249**	**70**	**2,420.6**	**.1182**	**74**
2654	Sanitary food containers	2	1	108.7	4.6548	97
2711	Newspapers	1	1	77.2	.2972	100
3079	Miscellaneous plastics products	16	5	101.0	.3322	68
3221	Glass containers	2	2	113.9	3.0296	100
3573	Electronic computing equipment	8	6	411.5	.7926	96
3662	Radio & TV communication equipment	8	5	80.9	.2222	81
6025	*National banks, federal reserve system*	*4*	*3*	*181.8*	*.1503*	*90*
7372	*Computer programming & software*	*7*	*4*	*175.6*	*1.4649*	*97*
7374	*Data-processing services*	*3*	*3*	*238.1*	*2.3567*	*100*
8062	*General medical & surgical hospitals*	*4*	*4*	*209.1*	*.1329*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*66.1*	*.2923*	*100*
Morris	**All mfg.**	**331**	**108**	**4,111.9**	**.2008**	**78**
2834	Pharmaceutical preparations	8	7	840.4	3.8547	99
3079	Miscellaneous plastics products	26	12	157.6	.5184	78
3324	Steel-investment foundries	1	1	197.8	18.7506	100
3613	Switchgear & switchboard apparatus	4	2	120.5	2.5557	92
3662	Radio & TV communication equipment	8	6	281.7	.7738	98
3679	Electronic components n.e.c.	13	5	61.7	.3724	62
3811	Engineering & scientific instruments	9	3	44.8	1.4061	78
3825	Electricity-measuring instruments	6	3	85.4	1.2388	76
4911	*Electric services*	*7*	*6*	*901.7*	*.9586*	*98*
7011	*Hotels, motels, & tourist courts*	*13*	*2*	*38.3*	*.1271*	*53*
8062	*General medical & surgical hospitals*	*7*	*6*	*207.4*	*.1318*	*99*
Ocean	**All mfg.**	**63**	**11**	**760.8**	**.0371**	**80**
2865	Cyclic crudes & intermediates	1	1	338.4	3.[illegible]067	100
4912	*Nuclear power*	*1*	*1*	*332.5*	*1.1935*	*100*
8062	*General medical & surgical hospitals*	*5*	*4*	*173.1*	*.1100*	*98*
Passaic	**All mfg.**	**657**	**155**	**5,282.1**	**.2579**	**64**
2051	Bread, cake, & related products	6	3	117.4	.7937	90
2261	Cotton-finishing plants	13	3	83.4	8.4396	85
2337	Women's & misses' suits & coats	24	5	178.3	4.6434	40
2782	Blankbooks & looseleaf binders	6	4	98.9	4.0306	93
2819	Industrial inorganic chemicals n.e.c.	5	2	121.6	.9517	87
2844	Toilet preparations	3	2	302.0	2.9640	95
2869	Industrial organic chemicals n.e.c.	7	2	171.8	.4512	60
3079	Miscellaneous plastics products	31	9	174.5	.5740	58
3576	Scales & balances, except laboratory	2	2	37.3	6.5358	100
3679	Electronic components n.e.c.	16	4	194.0	1.1708	88
6025	*National banks, federal reserve system*	*6*	*4*	*558.9*	*.4620*	*96*
7372	*Computer programming & software*	*3*	*2*	*107.8*	*.8993*	*99*
7374	*Data-processing services*	*3*	*1*	*451.0*	*4.4641*	*98*
8062	*General medical & surgical hospitals*	*6*	*6*	*220.6*	*.1402*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*46.2*	*.2043*	*100*
Salem	**All mfg.**	**22**	**9**	**1,250.1**	**.0610**	**95**
2869	Industrial organic chemicals n.e.c.	1	1	978.6	2.5701	100
Somerset	**All mfg.**	**132**	**43**	**2,927.3**	**.1429**	**86**
2821	Plastics materials & synthetic resins	2	2	236.1	1.1961	100
2834	Pharmaceutical preparations	3	3	350.4	1.6072	100
2865	Cyclic crudes & intermediates	6	3	560.3	6.3029	92
3674	Semiconductors & related devices	2	2	198.5	1.2242	100
3842	Surgical appliances & supplies	2	1	224.3	3.9786	97
Sussex	**All mfg.**	**35**	**12**	**282.9**	**.0138**	**68**
Union	**All mfg.**	**689**	**215**	**12,213.5**	**.5964**	**86**
2052	Cookies & crackers	1	1	119.5	2.7847	100
2431	Millwork	7	3	175.4	3.2334	96
2834	Pharmaceutical preparations	13	11	1,251.0	5.7380	99
2865	Cyclic crudes & intermediates	5	4	314.1	3.5333	90
2911	Petroleum refining	1	1	2,707.6	1.5697	100
3079	Miscellaneous plastics products	45	13	233.5	.7681	63
3452	Bolts, nuts, rivets, & washers	7	4	60.7	1.4309	80
3469	Metal stampings n.e.c.	15	3	68.5	.9523	39
3544	Special dies, tools, jigs, & fixtures	27	6	82.0	2.0102	60
3559	Special-industry machinery n.e.c.	7	3	109.8	2.1421	92
3562	Ball & roller bearings	1	1	97.0	3.2258	100
3599	Machinery, except electrical, n.e.c.	13	3	74.0	.7329	62
3679	Electronic components n.e.c.	14	8	524.0	3.1623	97
3711	Motor vehicles & passenger-car bodies	1	1	1,325.8	1.5605	100
5051	*Metals service centers & sales offices*	*8*	*2*	*592.8*	*1.2784*	*77*
8062	*General medical & surgical hospitals*	*8*	*8*	*414.4*	*.2634*	*100*
Warren	**All mfg.**	**71**	**27**	**1,751.1**	**.0855**	**98**
2065	Confectionery products	1	1	737.3	8.7042	100
2833	Medicinals & botanicals	2	1	230.9	6.9427	97
3079	Miscellaneous plastics products	7	4	68.0	.2237	85
3561	Pumps & pumping equipment	1	1	93.6	1.7709	100
STATE TOTAL	**All mfg.**	**6,574**	**1,920**	**85,812.9**	**4.1902**	**78**

NEW MEXICO

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Bernalillo	**All mfg.**	**160**	**54**	**1,704.0**	**.0832**	**79**
1611	*Highway & street construction*	*7*	*5*	*171.1*	*.9144*	*96*
2099	Food preparations n.e.c.	4	4	164.1	1.5368	100
2711	Newspapers	3	2	30.0	.1155	79
3662	Radio & TV communication equipment	6	3	207.9	.5711	92
3724	Aircraft engines & engine parts	2	1	129.1	1.0945	97
4911	*Electric services*	*2*	*2*	*314.8*	*.3347*	*100*
6025	*National banks, federal reserve system*	*5*	*3*	*307.3*	*.2540*	*98*
7011	*Hotels, motels, & tourist courts*	*31*	*3*	*53.9*	*.1789*	*40*
8062	*General medical & surgical hospitals*	*9*	*9*	*355.7*	*.2251*	*100*
Catron	**All mfg.**	**2**	**1**	**21.4**	**.0010**	**57**
Chaves	**All mfg.**	**22**	**3**	**135.9**	**.0066**	**44**
Cibola	**All mfg.**	**6**		**31.1**	**.0015**	**0**
Colfax	**All mfg.**	**6**		**46.0**	**.0022**	**0**
Curry	**All mfg.**	**9**	**2**	**83.7**	**.0041**	**32**
Dona Ana	**All mfg.**	**24**	**5**	**577.3**	**.0282**	**84**
2032	Canned food specialties	1	1	199.7	5.0319	100
8062	*General medical & surgical hospitals*	*2*	*2*	*55.4*	*.0352*	*100*
Eddy	**All mfg.**	**22**	**5**	**623.3**	**.0304**	**86**
Grant	**All mfg.**	**1**		**1.5**	**.0001**	**0**
1021	*Copper-ore mining*	*5*	*3*	*204.3*	*11.4032*	*97*
Hidalgo	**All mfg.**	**1**	**1**	**84.4**	**.0041**	**100**
Lea	**All mfg.**	**15**	**4**	**1,659.4**	**.0810**	**91**
Lincoln	**All mfg.**	**2**		**5.7**	**.0003**	**0**
Los Alamos	**All mfg.**	**7**	**1**	**45.8**	**.0022**	**24**
Luna	**All mfg.**	**3**	**1**	**72.5**	**.0035**	**76**
McKinley	**All mfg.**	**15**	**3**	**862.6**	**.0421**	**9**
Otero	**All mfg.**	**9**	**2**	**65.0**	**.0032**	**43**
Quay	**All mfg.**	**4**		**49.2**	**.0024**	**0**
Rio Arriba	**All mfg.**	**4**	**1**	**16.3**	**.0008**	**59**
Roosevelt	**All mfg.**	**6**	**1**	**43.5**	**.0021**	**33**
Sandoval	**All mfg.**	**10**	**2**	**69.4**	**.0034**	**65**
8062	*General medical & surgical hospitals*	*1*	*1*	*85.4*	*.0543*	*100*
San Juan	**All mfg.**	**16**	**3**	**344.2**	**.0168**	**39**
San Miguel	**All mfg.**	**4**		**13.0**	**.0006**	**0**
Santa Fe	**All mfg.**	**10**	**2**	**53.4**	**.0026**	**41**
Socorro	**All mfg.**	**4**		**14.6**	**.0007**	**0**
Taos	**All mfg.**	**5**		**7.6**	**.0004**	**0**
Torrance	**All mfg.**	**1**		**1.6**	**.0001**	**0**
Valencia	**All mfg.**	**1**		**5.2**	**.0003**	**0**
STATE TOTAL	**All mfg.**	**369**	**91**	**6,637.5**	**.3241**	**67**

NEW YORK

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Albany	**All mfg.**	**123**	**32**	**1,709.1**	**.0835**	**96**
2011	Meat-packing plants	2	2	121.2	.2418	100
3312	Blast furnaces & steel mills	1	1	140.7	.4573	100
4931	*Electric & other services combined*	*2*	*1*	*1,162.1*	*3.7916*	*96*
6025	*National banks, federal reserve system*	*3*	*2*	*231.1*	*.1910*	*95*
7011	*Hotels, motels, & tourist courts*	*17*	*2*	*34.9*	*.1158*	*39*
8062	*General medical & surgical hospitals*	*6*	*6*	*312.4*	*.1986*	*100*
8221	*Colleges & universities n.e.c.*	*10*	*5*	*237.2*	*1.0490*	*94*
Allegany	**All mfg.**	**20**	**11**	**283.7**	**.0139**	**90**
3511	Turbines & turbine-generator set units	1	1	53.5	1.8437	100
Bronx	**All mfg.**	**331**	**69**	**2,346.0**	**.1146**	**58**
3079	Miscellaneous plastics products	18	3	90.5	.2977	41
3444	Sheet-metal work	10	3	61.0	.9053	67
8062	*General medical & surgical hospitals*	*13*	*13*	*1,055.2*	*.6707*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*6*	*116.3*	*.5143*	*95*
Broome	**All mfg.**	**117**	**50**	**3,844.3**	**.1877**	**95**
1629	*Heavy construction n.e.c.*	*3*	*2*	*114.5*	*.5091*	*98*
3143	Men's nonathletic footwear	2	1	49.5	2.0181	96
3149	Nonrubber footwear n.e.c.	2	2	23.5	2.5329	100
3573	Electronic computing equipment	2	1	1,647.2	3.1727	100

1985 S&MM Est.

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recept.	% In Large Estab.
		Total	Large			
NEW YORK (Broome, cont.)						
3662	Radio & TV communication equipment	3	3	482.6	1.3256	100
3679	Electronic components n.e.c.	7	5	120.7	.7284	94
3728	Aircraft equipment n.e.c.	2	2	167.0	1.7740	100
3861	Photographic equipment & supplies	3	3	479.7	2.7432	100
8062	*General medical & surgical hospitals*	*4*	*4*	*179.6*	*.1142*	*100*
Cattaraugus	**All mfg.**	**60**	**26**	**780.7**	**.0381**	**83**
3563	Air & gas compressors	1	1	203.5	7.3278	100
Cayuga	**All mfg.**	**38**	**14**	**552.9**	**.0270**	**87**
3674	Semiconductors & related devices	2	2	100.9	.6223	100
Chautauqua	**All mfg.**	**114**	**54**	**1,502.2**	**.0734**	**85**
2033	Canned fruits & vegetables	5	3	171.3	1.7063	94
2511	Wood household furniture	9	6	67.8	1.0714	87
8062	*General medical & surgical hospitals*	*5*	*4*	*87.9*	*.0559*	*96*
Chemung	**All mfg.**	**55**	**21**	**1,038.6**	**.0507**	**90**
3221	Glass containers	1	1	103.2	2.7450	100
3541	Metal-cutting machine tools	1	1	84.4	1.8761	100
8062	*General medical & surgical hospitals*	*2*	*2*	*93.5*	*.0594*	*100*
Chenango	**All mfg.**	**31**	**14**	**581.3**	**.0284**	**88**
2834	Pharmaceutical preparations	1	1	238.7	1.0949	100
Clinton	**All mfg.**	**22**	**12**	**634.7**	**.0310**	**92**
2834	Pharmaceutical preparations	2	2	215.9	.9903	100
8062	*General medical & surgical hospitals*	*3*	*3*	*75.8*	*.0482*	*100*
Columbia	**All mfg.**	**26**	**11**	**206.4**	**.0101**	**72**
Cortland	**All mfg.**	**21**	**10**	**377.6**	**.0184**	**86**
3579	Office machines n.e.c.	1	1	224.9	3.7608	100
Delaware	**All mfg.**	**25**	**12**	**625.2**	**.0305**	**94**
3678	Electronic connectors	1	1	238.8	8.5207	100
3679	Electronic components n.e.c.	1	1	92.0	.5552	100
Dutchess	**All mfg.**	**82**	**34**	**2,416.0**	**.1180**	**93**
3573	Electronic computing equipment	2	1	1,271.2	2.4485	100
3674	Semiconductors & related devices	2	2	408.4	2.5187	100
3679	Electronic components n.e.c.	2	2	196.6	1.1865	100
4931	*Electric & other services combined*	*3*	*3*	*405.0*	*1.3214*	*100*
8062	*General medical & surgical hospitals*	*8*	*7*	*288.9*	*.1836*	*100*
Erie	**All mfg.**	**525**	**191**	**7,990.2**	**.3902**	**83**
2311	Men's & boys' suits & coats	5	1	64.0	1.8129	86
2732	Book printing	1	1	149.7	4.8401	100
2751	Letterpress commercial printing	15	4	90.7	1.5190	81
3011	Tires & inner tubes	1	1	217.2	2.4378	100
3079	Miscellaneous plastics products	16	6	121.2	.3987	74
3312	Blast furnaces & steel mills	5	5	801.0	2.6035	100
3443	Fabricated plate work (boiler shops)	7	5	82.5	.8110	95
3462	Iron & steel forgings	5	2	100.8	2.5294	93
3465	Automotive stampings	1	1	458.7	5.5526	100
3542	Metal-forming machine tools	4	3	62.4	5.1076	98
3559	Special-industry machinery n.e.c.	5	2	86.3	1.6836	94
3563	Air & gas compressors	2	2	105.1	3.7845	100
3564	Blowers & exhaust & ventilation fans	3	2	50.8	2.7291	91
3621	Motors & generators	4	2	192.8	3.1593	97
3662	Radio & TV communication equipment	6	3	190.4	.5230	93
3714	Motor-vehicle parts & accessories	8	6	554.6	1.1740	96
3728	Aircraft equipment n.e.c.	3	3	64.4	.6841	100
3832	Optical instruments & lenses	1	1	200.7	5.9636	100
3944	Games, toys, & children's vehicles	2	2	195.2	3.1352	100
5085	*Industrial-supply distributors*	*37*	*1*	*300.9*	*1.0147*	*11*
6025	*National banks, federal reserve system*	*6*	*2*	*1,396.3*	*1.1542*	*99*
7011	*Hotels, motels, & tourist courts*	*21*	*7*	*85.4*	*.2835*	*68*
8062	*General medical & surgical hospitals*	*20*	*20*	*877.4*	*.5577*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*4*	*175.0*	*.7739*	*96*
Essex	**All mfg.**	**11**	**2**	**193.4**	**.0094**	**68**
Franklin	**All mfg.**	**14**	**4**	**104.2**	**.0051**	**56**
8062	*General medical & surgical hospitals*	*4*	*4*	*81.5*	*.0518*	*100*
Fulton	**All mfg.**	**61**	**17**	**648.7**	**.0317**	**80**
3111	Leather tanning & finishing	19	4	88.0	5.6617	41
3151	Leather gloves & mittens	14	3	39.3	27.4633	60
3944	Games, toys, & children's vehicles	2	2	308.1	4.9486	100
Genesee	**All mfg.**	**38**	**13**	**479.0**	**.0234**	**74**
3264	Porcelain electrical supplies	1	1	50.6	8.4081	100
8062	*General medical & surgical hospitals*	*3*	*3*	*63.5*	*.0404*	*100*
Greene	**All mfg.**	**17**	**7**	**135.0**	**.0066**	**81**
Hamilton	**All mfg.**	**1**		**12.5**	**.0006**	**0**
Herkimer	**All mfg.**	**34**	**16**	**650.1**	**.0317**	**90**
3484	Small arms	1	1	155.9	13.8911	100
3573	Electronic computing equipment	1	1	217.2	.4184	100

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recept.	% In Large Estab.
		Total	Large			
Jefferson	**All mfg.**	**36**	**17**	**572.4**	**.0279**	**81**
2621	Paper mills, except building paper	4	2	132.5	.6511	84
8062	*General medical & surgical hospitals*	*4*	*3*	*91.7*	*.0583*	*96*
Kings	**All mfg.**	**1,246**	**322**	**10,102.6**	**.4933**	**65**
2051	Bread, cake, & related products	11	4	98.2	.6639	79
2062	Cane-sugar refining	2	2	310.6	10.1910	100
2065	Confectionery products	9	4	134.0	1.5819	79
2253	Knit-outerwear mills	46	11	180.2	5.8034	62
2335	Women's & misses' dresses	12	1	54.0	1.2856	61
2337	Women's & misses' suits & coats	12	3	97.4	2.5365	57
2392	House furnishings n.e.c.	18	4	120.3	4.4068	46
2522	Metal office furniture	11	4	116.3	3.2835	61
2541	Wood partitions & fixtures	13	6	117.2	5.5770	74
2652	Set-up paperboard boxes	8	4	39.3	7.2509	89
2711	Newspapers	3	1	97.7	.3761	92
2721	Periodicals	4	1	460.9	3.6336	96
2731	Book publishing	3	2	272.1	2.9869	98
2751	Letterpress commercial printing	16	4	50.9	.8525	65
2834	Pharmaceutical preparations	4	1	357.0	1.6375	94
3079	Miscellaneous plastics products	38	9	177.0	.5823	44
3429	Hardware n.e.c.	8	3	110.4	1.7303	85
3442	Metal doors, sash, & trim	9	2	100.3	2.0081	85
3469	Metal stampings n.e.c.	20	4	91.4	1.2707	48
3643	Current-carrying wiring devices	4	2	88.1	2.8197	96
3648	Lighting equipment n.e.c.	7	4	78.3	5.8784	85
3651	Radio & TV receiving sets	11	4	85.7	1.1795	56
3679	Electronic components n.e.c.	8	4	108.6	.6554	93
3731	Ship building & repairing	8	5	177.7	1.6766	43
3942	Dolls & stuffed toy animals	19	7	98.1	21.2338	69
3944	Games, toys, & children's vehicles	10	8	162.8	2.6148	95
3993	Signs & advertising displays	10	5	36.0	1.8783	73
3999	Manufactures n.e.c.	21	5	68.5	2.2820	53
4924	*Natural-gas distribution*	*1*	*1*	*736.7*	*3.4108*	*100*
8062	*General medical & surgical hospitals*	*24*	*22*	*1,451.3*	*.9225*	*100*
8221	*Colleges & universities n.e.c.*	*10*	*8*	*223.3*	*.9875*	*98*
Lewis	**All mfg.**	**19**	**8**	**350.1**	**.0175**	**79**
Livingston	**All mfg.**	**25**	**11**	**373.9**	**.0183**	**88**
3443	Fabricated plate work (boiler shops)	1	1	106.1	1.0430	100
Madison	**All mfg.**	**24**	**7**	**326.7**	**.0160**	**63**
3914	Silverware & plated & stainless ware	1	1	95.2	16.0458	100
Monroe	**All mfg.**	**368**	**131**	**10,892.2**	**.5319**	**93**
2311	Men's & boys' suits & coats	2	1	92.1	2.6089	98
2711	Newspapers	5	1	133.0	.5119	93
2752	Lithographic commercial printing	8	3	140.3	.8274	79
3079	Miscellaneous plastics products	11	3	101.2	.3329	78
3433	Heating equipment, except electric	1	1	77.8	3.9842	100
3541	Metal-cutting machine tools	9	4	123.4	2.7430	89
3544	Special dies, tools, jigs, & fixtures	27	5	79.5	1.9490	50
3559	Special-industry machinery n.e.c.	6	2	67.4	1.3149	88
3573	Electronic computing equipment	7	5	345.1	.6647	99
3592	Carburetors, pistons, rings, & valves	1	1	187.2	8.8235	100
3599	Machinery, except electrical, n.e.c.	12	3	69.5	.6883	66
3662	Radio & TV communication equipment	5	4	413.1	1.1347	99
3823	Industrial process-control instruments	3	2	123.6	3.6887	99
3832	Optical instruments & lenses	8	4	301.1	8.9469	96
3851	Ophthalmic goods	8	7	67.6	5.4591	99
3861	Photographic equipment & supplies	11	10	6,289.1	35.9648	100
6025	*National banks, federal reserve system*	*8*	*4*	*542.9*	*.4488*	*96*
7011	*Hotels, motels, & tourist courts*	*18*	*5*	*61.4*	*.2038*	*56*
8062	*General medical & surgical hospitals*	*8*	*8*	*457.7*	*.2909*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*99.8*	*.4413*	*99*
Montgomery	**All mfg.**	**54**	**33**	**1,085.1**	**.0530**	**91**
2381	Fabric dress & work gloves	1	1	12.5	4.7911	100
3573	Electronic computing equipment	1	1	326.0	.6279	100
Nassau	**All mfg.**	**1,057**	**289**	**10,552.3**	**.5153**	**75**
2253	Knit-outerwear mills	9	4	64.5	2.0772	87
2339	Women's & misses' outerwear n.e.c.	6	5	66.8	1.4137	96
2711	Newspapers	21	3	89.4	.3441	50
2731	Book publishing	10	4	258.2	2.8343	87
2741	Miscellaneous publishing	16	3	81.4	2.4340	51
2751	Letterpress commercial printing	25	5	56.0	.9379	35
2752	Lithographic commercial printing	24	9	301.0	1.7752	73
2834	Pharmaceutical preparations	17	9	230.2	1.0559	72
2844	Toilet preparations	13	3	192.1	1.8853	43
3079	Miscellaneous plastics products	54	11	248.4	.8171	50
3399	Primary metal products n.e.c.	2	2	12.5	.8066	100
3442	Metal doors, sash, & trim	21	3	80.0	1.6017	44
3444	Sheet-metal work	16	4	56.7	.8414	50
3573	Electronic computing equipment	18	7	266.6	.5135	76
3599	Machinery, except electrical, n.e.c.	32	6	141.2	1.3984	55
3662	Radio & TV communication equipment	30	10	656.1	1.8021	85
3679	Electronic components n.e.c.	46	18	424.9	2.5642	81
3721	Aircraft	3	2	2,073.6	7.1916	100
3728	Aircraft equipment n.e.c.	18	8	139.7	1.4840	82
3811	Engineering & scientific instruments	10	4	51.0	1.6007	67
3861	Photographic equipment & supplies	9	3	824.2	4.7133	94
3931	Musical instruments & parts	5	3	96.8	7.5489	95
4931	*Electric & other services combined*	*4*	*2*	*1,294.1*	*4.2222*	*99*

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
NEW YORK (Nassau, cont.)						
5065	*Electronic-parts wholesalers*	11	6	577.0	3.3573	85
6025	*National banks, federal reserve system*	7	5	223.9	.1851	97
7011	*Hotels, motels, & tourist courts*	12	5	47.3	.1570	65
7372	*Computer programming & software*	14	5	91.4	.7625	71
7374	*Data-processing services*	9	4	86.6	.8572	86
8062	*General medical & surgical hospitals*	20	19	1,043.3	.6632	100
8221	*Colleges & universities n.e.c.*	9	7	396.3	1.7526	99
New York (Manhattan)	**All mfg.**	**2,467**	**550**	**17,095.6**	**.8348**	**65**
1622	*Bridge & tunnel construction*	7	3	234.6	4.4176	83
1629	*Heavy construction n.e.c.*	24	11	889.5	3.9547	93
2221	Synthetics- & silk-weaving mills	14	3	121.1	1.5662	42
2241	Narrow-fabric mills	25	6	68.2	7.9072	58
2253	Knit-outerwear mills	26	6	102.2	3.2914	61
2311	Men's & boys' suits & coats	38	14	168.9	4.7844	73
2321	Men's & boys' shirts & nightwear	30	6	84.9	2.0985	60
2323	Men's & boys' neckwear	32	4	71.5	23.4503	31
2327	Men's & boys' separate trousers	9	3	45.6	2.0068	84
2329	Men's & boys' clothing n.e.c.	18	7	41.5	2.7989	78
2331	Women's & misses' blouses	46	10	199.8	6.4458	52
2335	Women's & misses' dresses	126	20	346.7	8.2540	38
2337	Women's & misses' suits & coats	77	19	533.8	13.9014	54
2339	Women's & misses' outerwear n.e.c.	61	16	213.3	4.5140	52
2341	Women's & children's underwear	58	11	123.3	4.7247	41
2342	Brassieres, girdles, & allied garments	19	11	74.1	9.8224	82
2351	Millinery	11	3	29.8	46.0587	68
2361	Girls' & children's dresses & blouses	30	12	115.7	10.1652	74
2369	Girls' & children's outerwear n.e.c.	24	7	55.8	6.6373	69
2371	Fur goods	57	3	159.1	66.6806	16
2384	Robes & dressing gowns	16	4	43.6	11.6422	52
2387	Apparel belts	30	6	137.5	26.9819	44
2389	Apparel & accessories n.e.c.	8	1	43.5	12.8889	75
2391	Curtains & draperies	18	3	43.9	4.8444	35
2392	House furnishings n.e.c.	21	5	129.9	4.7584	52
2395	Pleating, stitching, & tucking	26	6	169.3	23.7348	57
2396	Automotive & apparel trimmings	27	1	117.2	6.6861	12
2711	Newspapers	17	10	1,160.8	4.4680	98
2721	Periodicals	185	45	3,322.5	26.1936	71
2731	Book publishing	93	41	2,282.8	25.0587	88
2741	Miscellaneous publishing	33	10	347.1	10.3789	63
2751	Letterpress commercial printing	141	30	447.0	7.4862	72
2752	Lithographic commercial printing	82	10	644.8	3.8028	43
2789	Bookbinding & related work	20	3	57.7	6.2056	38
2791	Typesetting	31	5	122.3	11.8290	36
2793	Photoengraving	18	8	57.4	20.9795	81
3171	Women's handbags & purses	30	10	78.8	17.4645	73
3172	Personal leather goods n.e.c.	22	4	45.1	16.2581	45
3429	Hardware n.e.c.	7	2	118.3	1.8541	83
3496	Miscellaneous fabricated wire products	7	1	48.3	2.4414	83
3652	Phonograph records & pre-recorded tape	12	4	387.5	14.6392	86
3911	Precious-metal jewelry	87	14	743.0	24.5109	72
3915	Jewelers' materials & lapidary work	21	3	117.9	17.0474	55
3942	Dolls & stuffed toy animals	8	3	62.6	13.5498	76
3961	Costume jewelry	38	7	93.4	10.0527	41
3963	Buttons	21	5	39.6	39.7590	56
3993	Signs & advertising displays	28	4	62.3	3.2505	44
3999	Manufactures n.e.c.	43	2	86.9	2.8949	18
4011	*Line-haul-operating railroads*	11	9	680.1	3.1261	99
4911	*Electric services*	2	2	864.1	.9186	100
4931	*Electric & other services combined*	1	1	1,503.5	4.9054	100
5051	*Metals service centers & sales offices*	52	19	4 783.8	10.3162	72
5063	*Electrical-power-equipment wholesalers*	23	3	900.3	2.9741	74
5081	*Commercial-equipment wholesalers*	25	8	649.9	3.8719	79
5084	*Industrial-machinery distributors*	25	4	865.1	2.6630	48
6025	*National banks, federal reserve system*	28	18	14,416.7	11.9168	99
7011	*Hotels, motels, & tourist courts*	117	69	1,520.7	5.0475	94
7372	*Computer programming & software*	28	9	251.7	2.0997	74
7374	*Data-processing services*	45	9	180.5	1.7866	52
8062	*General medical & surgical hospitals*	33	30	3,039.1	1.9317	100
8221	*Colleges & universities n.e.c.*	30	19	955.1	4.2230	97
Niagara	**All mfg.**	**133**	**54**	**3,016.0**	**.1473**	**88**
2821	Plastics materials & synthetic resins	3	3	171.5	.8688	100
2869	Industrial organic chemicals n.e.c.	6	2	518.6	1.3620	86
3291	Abrasive products	3	3	234.5	7.5518	100
3624	Carbon & graphite products	3	3	150.6	11.2801	100
3714	Motor-vehicle parts & accessories	2	1	702.0	1.4860	99
3728	Aircraft equipment n.e.c.	1	1	156.8	1.6657	100
8062	*General medical & surgical hospitals*	5	5	139.6	.0887	100
Oneida	**All mfg.**	**136**	**48**	**1,988.3**	**.0971**	**81**
2751	Letterpress commercial printing	7	2	31.9	.5342	88
3271	Concrete block & brick	3	1	35.8	3.5288	91
3357	Nonferrous-wire drawing & insulating	3	2	232.2	2.7301	94
3546	Power-driven hand tools	1	1	[illegible]	4.6244	100
3599	Machinery, except electrical, n.e.c.	3	2	69.1	.6844	95
3662	Radio & TV communication equipment	3	1	392.5	1.0781	95
8062	*General medical & surgical hospitals*	7	6	247.3	.1572	99
Onondaga	**All mfg.**	**255**	**91**	**4,178.5**	**.2040**	**84**
1629	*Heavy construction n.e.c.*	2	1	147.3	.6549	98
2051	Bread, cake, & related products	6	3	76.5	.5172	92
2812	Alkalies & chlorine	4	3	345.7	20.7056	99
2844	Toilet preparations	1	1	298.7	2.9316	100
3262	Vitreous china food utensils	1	1	31.0	9.5473	100
3312	Blast furnaces & steel mills	2	1	164.4	.5344	97
3585	Refrigeration & heating equipment	1	1	584.6	4.4179	100
3662	Radio & TV communication equipment	6	4	119.9	.3293	97
3671	Electron tubes	2	2	165.6	7.0942	100
3714	Motor-vehicle parts & accessories	4	3	465.8	.9860	99
6025	*National banks, federal reserve system*	5	3	278.4	.2301	96
7011	*Hotels, motels, & tourist courts*	15	4	44.7	.1484	59
8062	*General medical & surgical hospitals*	6	6	285.1	.1812	100
8221	*Colleges & universities n.e.c.*	4	2	99.0	.4378	92
Ontario	**All mfg.**	**48**	**21**	**528.2**	**.0258**	**83**
Orange	**All mfg.**	**122**	**45**	**1,357.6**	**.0663**	**73**
8062	*General medical & surgical hospitals*	10	8	189.3	.1203	95
8221	*Colleges & universities n.e.c.*	2	1	72.2	.3193	98
Orleans	**All mfg.**	**15**	**3**	**108.9**	**.0053**	**53**
Oswego	**All mfg.**	**43**	**20**	**1,644.9**	**.0803**	**95**
2066	Chocolate & cocoa products	1	1	356.1	11.9545	100
2082	Malt beverages	1	1	463.5	3.9613	100
4912	*Nuclear power*	2	2	1,480.0	5.3126	100
Otsego	**All mfg.**	**17**	**4**	**114.4**	**.0056**	**44**
8062	*General medical & surgical hospitals*	2	2	64.2	.0408	100
Putnam	**All mfg.**	**18**	**4**	**111.0**	**.0054**	**67**
Queens	**All mfg.**	**885**	**266**	**6,886.7**	**.3363**	**69**
1623	*Pipe- & utility-line construction*	8	3	85.8	1.2456	75
2013	Sausages & other prepared meats	9	4	165.3	1.3701	78
2026	Fluid milk	5	4	206.0	1.0884	93
2051	Bread, cake, & related products	8	5	114.0	.7707	88
2086	Bottled & canned soft drinks	4	3	182.6	1.0254	98
2253	Knit-outerwear mills	31	9	110.7	3.5651	54
2339	Women's & misses' outerwear n.e.c.	7	3	59.4	1.2571	83
2341	Women's & children's underwear	6	4	34.7	1.3297	86
2642	Envelopes	8	5	113.5	6.0985	93
2653	Corrugated & solid fiber boxes	11	5	126.9	1.1363	79
2751	Letterpress commercial printing	23	7	114.1	1.9109	81
2782	Blankbooks & looseleaf binders	5	3	111.6	4.5482	94
3079	Miscellaneous plastics products	24	7	113.9	.3747	52
3442	Metal doors, sash, & trim	12	4	70.1	1.4035	62
3444	Sheet-metal work	14	3	57.9	.8593	60
3579	Office machines n.e.c.	1	1	222.2	3.7157	100
3599	Machinery, except electrical, n.e.c.	19	3	69.4	.6873	37
3643	Current-carrying wiring devices	2	2	58.0	1.8564	100
3662	Radio & TV communication equipment	14	7	341.3	.9375	91
3679	Electronic components n.e.c.	13	3	66.3	.4001	63
3694	Engine electrical equipment	2	2	126.0	3.2079	100
3993	Signs & advertising displays	15	5	37.7	1.9670	58
3999	Manufactures n.e.c.	10	5	43.6	1.4525	80
4011	*Line-haul-operating railroads*	2	2	192.7	.8857	100
5063	*Electrical-power-equipment wholesalers*	7	2	931.4	3.0769	91
8062	*General medical & surgical hospitals*	17	16	739.8	.4702	99
8221	*Colleges & universities n.e.c.*	4	3	100.0	.4422	98
Rensselaer	**All mfg.**	**58**	**21**	**872.5**	**.0426**	**85**
2321	Men's & boys' shirts & nightwear	1	1	38.4	.9491	100
3292	Asbestos products	2	1	42.7	4.8912	91
8062	*General medical & surgical hospitals*	3	3	92.8	.0590	100
Richmond	**All mfg.**	**31**	**14**	**731.9**	**.0357**	**79**
8062	*General medical & surgical hospitals*	6	6	398.1	.2530	100
Rockland	**All mfg.**	**102**	**42**	**2,045.5**	**.0999**	**89**
2834	Pharmaceutical preparations	2	2	600.0	2.7520	100
2844	Toilet preparations	2	2	195.2	1.9158	100
3079	Miscellaneous plastics products	8	3	77.8	.2559	78
4931	*Electric & other services combined*	3	1	377.6	1.2320	95
8062	*General medical & surgical hospitals*	5	5	265.9	.1690	100
St. Lawrence	**All mfg.**	**31**	**13**	**971.9**	**.0475**	**93**
3334	Primary aluminum	2	2	583.7	8.9599	100
Saratoga	**All mfg.**	**43**	**18**	**775.8**	**.0379**	**78**
2621	Paper mills, except building paper	5	4	147.7	.7258	97
Schenectady	**All mfg.**	**44**	**17**	**1,598.8**	**.0781**	**95**
3511	Turbines & turbine-generator set units	3	3	1,278.2	44.0485	100
8062	*General medical & surgical hospitals*	4	4	133.2	.0847	100
Schoharie	**All mfg.**	**4**		**10.6**	**.0005**	**0**
Schuyler	**All mfg.**	**7**	**4**	**95.4**	**.0047**	**91**
Seneca	**All mfg.**	**11**	**6**	**181.5**	**.0089**	**95**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
3561	Pumps & pumping equipment	1	1	93.2	1.7264	100
3671	Electron tubes	1	1	39.4	1.6879	100
Steuben	**All mfg.**	**35**	**20**	**1,191.9**	**.0582**	**95**
3229	Pressed & blown glass n.e.c.	3	3	463.1	12.2770	100
3563	Air & gas compressors	1	1	150.3	5.4121	100
8062	*General medical & surgical hospitals*	*5*	*5*	*101.1*	*.0643*	*100*
Suffolk	**All mfg.**	**781**	**249**	**7,350.0**	**.3589**	**74**
2051	Bread, cake, & related products	1	1	101.5	.6862	100
2711	Newspapers	17	3	292.6	1.1262	90
2834	Pharmaceutical preparations	11	5	206.2	.9458	72
2844	Toilet preparations	9	3	765.1	7.5090	93
3079	Miscellaneous plastics products	35	13	197.1	.6484	69
3573	Electronic computing equipment	16	9	265.8	.5120	88
3599	Machinery, except electrical, n.e.c.	15	3	74.7	.7398	57
3662	Radio & TV communication equipment	39	26	601.8	1.6530	89
3674	Semiconductors & related devices	6	3	121.4	.7487	93
3679	Electronic components n.e.c.	33	12	409.4	2.4707	86
3721	Aircraft	2	1	291.3	1.0103	100
3728	Aircraft equipment n.e.c.	18	6	154.3	1.6391	71
3823	Industrial process-control instruments	5	2	175.7	5.2435	96
3825	Electricity-measuring instruments	10	4	228.4	3.3132	93
3841	Surgical & medical instruments	9	5	81.6	1.7265	90
4911	*Electric services*	*9*	*3*	*351.9*	*.3741*	*91*
5065	*Electronic-parts wholesalers*	*10*	*5*	*503.8*	*2.9314*	*83*
7011	*Hotels, motels, & tourist courts*	*13*	*4*	*41.8*	*.1387*	*74*
8062	*General medical & surgical hospitals*	*20*	*19*	*1,154.0*	*.7335*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*119.3*	*.5276*	*99*
Sullivan	**All mfg.**	**12**	**2**	**91.2**	**.0045**	**20**
7011	*Hotels, motels, & tourist courts*	*14*	*8*	*129.4*	*.4295*	*94*
Tioga	**All mfg.**	**15**	**8**	**100.4**	**.0049**	**78**
7372	*Computer programming & software*	*1*	*1*	*428.9*	*3.5779*	*100*
Tompkins	**All mfg.**	**24**	**7**	**319.7**	**.0156**	**82**
3574	Calculating & accounting machines	1	1	94.1	6.2194	100
4931	*Electric & other services combined*	*2*	*1*	*705.6*	*2.3022*	*99*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*97.4*	*.4307*	*100*
Ulster	**All mfg.**	**70**	**20**	**629.8**	**.0308**	**74**
8062	*General medical & surgical hospitals*	*3*	*3*	*57.9*	*.0368*	*100*
Warren	**All mfg.**	**35**	**14**	**747.4**	**.0365**	**89**
8062	*General medical & surgical hospitals*	*1*	*1*	*63.6*	*.0404*	*100*
Washington	**All mfg.**	**19**	**13**	**567.2**	**.0277**	**99**
2621	Paper mills, except building paper	4	4	310.0	1.5234	100
Wayne	**All mfg.**	**47**	**23**	**713.9**	**.0349**	[illegible]
2033	Canned fruits & vegetables	12	9	173.1	1.7242	92
3079	Miscellaneous plastics products	3	1	168.5	.5543	97
3293	Gaskets, packing, & sealing devices	2	2	57.4	3.0754	100
Westchester	**All mfg.**	**464**	**124**	**5,541.7**	**.2706**	**78**
2721	Periodicals	5	1	616.1	4.8571	96
2741	Miscellaneous publishing	9	3	98.6	2.9483	72
2834	Pharmaceutical preparations	6	4	194.0	.8898	94
3357	Nonferrous-wire drawing & insulating	6	5	175.6	2.0646	98
3573	Electronic computing equipment	7	2	208.8	.4022	87
3679	Electronic components n.e.c.	16	6	52.1	.3144	57
3711	Motor vehicles & passenger-car bodies	1	1	1,217.6	1.4331	100
4912	*Nuclear power*	*2*	*2*	*1,535.7*	*5.5125*	*100*
5063	*Electrical-power-equipment wholesalers*	*12*	*2*	*603.0*	*1.9920*	*70*
6025	*National banks, federal reserve system*	*6*	*3*	*303.4*	*.2508*	*95*
7011	*Hotels, motels, & tourist courts*	*15*	*4*	*50.2*	*.1666*	*54*
7372	*Computer programming & software*	*10*	*4*	*1,182.9*	*9.8678*	*98*
8062	*General medical & surgical hospitals*	*20*	*16*	*629.9*	*.4004*	*98*
Wyoming	**All mfg.**	**20**	**8**	**234.0**	**.0114**	**84**
3694	Engine electrical equipment	1	1	91.7	2.3346	100
Yates	**All mfg.**	**7**	**5**	**88.4**	**.0043**	**84**
STATE TOTAL	**All mfg.**	**10,602**	**3,192**	**123,264.7**	**6.0189**	**79**

NORTH CAROLINA

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Alamance	**All mfg.**	**155**	**71**	**1,766.8**	**.0863**	**81**
2211	Cotton-weaving mills	4	4	107.7	2.0184	100
2221	Synthetics- & silk-weaving mills	3	3	242.0	3.1298	100
2252	Hosiery n.e.c.	25	14	151.6	10.7411	84
2281	Yarn-spinning mills, except wool	7	4	111.3	2.4937	92
2282	Throwing & winding mills, except wool	6	4	156.8	8.0600	94
3662	Radio & TV communication equipment	1	1	100.0	.2747	100
Alexander	**All mfg.**	**30**	**13**	**227.6**	**.0111**	**83**
2512	Upholstered wood household furniture	10	5	85.2	1.7500	88
Alleghany	**All mfg.**	**6**	**4**	**126.5**	**.0062**	**94**
Anson	**All mfg.**	**23**	**12**	**181.1**	**.0088**	**78**
Ashe	**All mfg.**	**10**	**6**	**217.4**	**.0106**	**94**
Avery	**All mfg.**	**8**	**5**	**71.3**	**.0035**	**82**
Beaufort	**All mfg.**	**24**	**13**	**584.9**	**.0286**	**91**
3634	Electric housewares & fans	1	1	166.8	4.5025	100
Bertie	**All mfg.**	**13**	**7**	**392.8**	**.0192**	**94**
2016	Poultry-dressing plants	1	1	259.3	2.8027	100
Bladen	**All mfg.**	**18**	**8**	**137.5**	**.0067**	**72**
Brunswick	**All mfg.**	**11**	**2**	**139.9**	**.0068**	**66**
4912	*Nuclear power*	*2*	*2*	*1,137.2*	*4.0821*	*100*
Buncombe	**All mfg.**	**131**	**53**	**1,361.5**	**.0665**	**78**
2221	Synthetics- & silk-weaving mills	4	4	131.4	1.6994	100
2231	Wool-fabric weaving & finishing mills	1	1	27.5	2.9814	100
3613	Switchgear & switchboard apparatus	2	2	89.6	1.9003	100
8062	*General medical & surgical hospitals*	*7*	*7*	*171.4*	*.1089*	*100*
Burke	**All mfg.**	**62**	**34**	**825.4**	**.0403**	**89**
2251	Women's full- & knee-length hosiery	3	2	32.9	2.3076	90
2252	Hosiery n.e.c.	14	4	47.0	3.3300	64
2341	Women's & children's underwear	2	1	82.5	3.1613	99
2511	Wood household furniture	4	4	124.6	1.9689	100
2512	Upholstered wood household furniture	5	4	77.3	1.5877	99
8062	*General medical & surgical hospitals*	*3*	*3*	*113.9*	*.0724*	*100*
Cabarrus	**All mfg.**	**44**	**20**	**764.1**	**.0373**	**87**
2211	Cotton-weaving mills	4	4	449.5	8.4242	100
2251	Women's full- & knee-length hosiery	8	6	65.8	4.6153	96
Caldwell	**All mfg.**	**59**	**28**	**630.8**	**.0308**	**80**
2511	Wood household furniture	13	12	271.8	4.2950	99
2512	Upholstered wood household furniture	6	4	80.9	1.6616	93
Carteret	**All mfg.**	**29**	**5**	**146.2**	**.0071**	**55**
Caswell	**All mfg.**	**4**	**1**	**38.2**	**.0019**	**68**
Catawba	**All mfg.**	**260**	**109**	**2,201.7**	**.1075**	**80**
2251	Women's full- & knee-length hosiery	8	4	58.3	4.0892	84
2252	Hosiery n.e.c.	36	8	117.8	8.3463	51
2511	Wood household furniture	14	10	176.6	2.7906	93
2512	Upholstered wood household furniture	56	28	393.2	8.0761	80
3612	Transformers	1	1	63.9	2.0150	100
8062	*General medical & surgical hospitals*	*3*	*2*	*81.8*	*.0520*	*95*
Chatham	**All mfg.**	**24**	**17**	**353.0**	**.0172**	**85**
Cherokee	**All mfg.**	**14**	**8**	**146.3**	**.0071**	**79**
Chowan	**All mfg.**	**11**	**6**	**64.6**	**.0032**	**73**
Clay	**All mfg.**	**5**	**2**	**31.8**	**.0016**	**50**
Cleveland	**All mfg.**	**87**	**45**	**1,301.7**	**.0636**	**88**
2221	Synthetics- & silk-weaving mills	6	6	321.0	4.1516	100
2281	Yarn-spinning mills, except wool	10	7	124.9	2.7984	94
3229	Pressed & blown glass n.e.c.	1	1	108.4	2.8737	100
Columbus	**All mfg.**	**29**	**12**	**396.5**	**.0194**	**86**
2631	Paperboard mills	1	1	203.3	1.8587	100
Craven	**All mfg.**	**30**	**10**	**285.0**	**.0139**	**71**
3732	Boat building & repairing	4	3	82.4	3.7273	96
Cumberland	**All mfg.**	**55**	**26**	**1,079.5**	**.0527**	**84**
3011	Tires & inner tubes	1	1	217.2	2.4378	100
8062	*General medical & surgical hospitals*	*3*	*3*	*129.6*	*.0824*	*100*
Dare	**All mfg.**	**4**		**6.5**	**.0003**	**0**
Davidson	**All mfg.**	**107**	**48**	**1,237.8**	**.0604**	**84**
2252	Hosiery n.e.c.	10	5	46.3	3.2804	70
2511	Wood household furniture	11	10	360.8	5.7014	99
3229	Pressed & blown glass n.e.c.	1	1	135.5	3.5922	100
Davie	**All mfg.**	**20**	**18**	**242.2**	**.0118**	**90**
Duplin	**All mfg.**	**30**	**17**	**526.6**	**.0257**	**82**
Durham	**All mfg.**	**64**	**19**	**2,969.7**	**.1450**	**93**
2111	Cigarettes	1	1	421.6	3.1195	100
3573	Electronic computing equipment	1	1	1,195.7	2.3031	100
3661	Telephone & telegraph apparatus	1	1	712.8	4.3107	100
8062	*General medical & surgical hospitals*	*4*	*3*	*153.0*	*.0973*	*97*
Edgecombe	**All mfg.**	**54**	**30**	**1,133.5**	**.0553**	**86**
2834	Pharmaceutical preparations	1	1	268.6	1.2320	100
Forsyth	**All mfg.**	**135**	**60**	**6,192.5**	**.3024**	**96**
2111	Cigarettes	1	1	3,440.4	25.4565	100
2131	Chewing & smoking tobacco & snuff	3	3	227.2	24.8035	100
2251	Women's full- & knee-length hosiery	3	3	187.7	13.1655	100
2322	Men's & boys' underwear	1	1	32.0	7.9188	100
3353	Aluminum sheet, plate, & foil	1	1	309.9	5.3292	100
3661	Telephone & telegraph apparatus	1	1	575.5	3.4804	100
8062	*General medical & surgical hospitals*	*3*	*3*	*202.2*	*.1285*	*100*
Franklin	**All mfg.**	**19**	**8**	**178.1**	**.0087**	**77**
Gaston	**All mfg.**	**220**	**113**	**2,258.1**	**.1103**	**85**
2261	Cotton-finishing plants	4	2	24.2	2.4489	93
2281	Yarn-spinning mills, except wool	46	42	509.7	11.4198	98
2284	Thread mills	8	3	80.0	11.9065	83
2296	Tire cord & fabric	1	1	90.6	10.4354	100
3552	Textile machinery	29	6	84.0	6.7329	60
3714	Motor-vehicle parts & accessories	2	2	276.0	.5842	100
Gates	**All mfg.**	**3**		**9.6**	**.0005**	**0**
Graham	**All mfg.**	**4**	**3**	**47.0**	**.0023**	**93**
Granville	**All mfg.**	**31**	**19**	**634.7**	**.0310**	**92**
8062	*General medical & surgical hospitals*	*2*	*2*	*67.6*	*.0430*	*100*
Greene	**All mfg.**	**7**	**4**	**35.7**	**.0017**	**71**
Guilford	**All mfg.**	**391**	**131**	**4,604.8**	**.2248**	**76**
2111	Cigarettes	1	1	969.0	7.1699	100
2211	Cotton-weaving mills	4	3	123.9	2.3221	100
2252	Hosiery n.e.c.	9	5	86.6	6.1358	90
2261	Cotton-finishing plants	2	1	25.6	2.5906	96
2341	Women's & children's underwear	4	3	62.4	2.3911	98
2511	Wood household furniture	12	7	93.0	1.4696	84
2512	Upholstered wood household furniture	37	11	201.2	4.1325	68
2521	Wood office furniture	2	2	69.5	4.3596	100

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
NORTH CAROLINA (Guilford, cont.)						
2649	Converted paper products n.e.c.	5	2	70.2	2.4799	79
3079	Miscellaneous plastics products	16	4	96.5	.3174	58
3552	Textile machinery	7	2	42.7	3.4226	88
7011	*Hotels, motels, & tourist courts*	*22*	*5*	*67.2*	*.2231*	*65*
8062	*General medical & surgical hospitals*	*5*	*4*	*196.6*	*.1250*	*98*
Halifax	**All mfg.**	**34**	**19**	**472.7**	**.0231**	**83**
2211	Cotton-weaving mills	2	2	42.8	.8021	100
2221	Synthetics- & silk-weaving mills	1	1	112.5	1.4550	100
Harnett	**All mfg.**	**31**	**18**	**380.9**	**.0186**	**83**
2211	Cotton-weaving mills	1	1	24.0	.4498	100
Haywood	**All mfg.**	**14**	**5**	**338.8**	**.0165**	**90**
2611	Pulp mills	1	1	144.9	4.1034	100
3041	Rubber & plastic hose & belting	1	1	124.4	5.7785	100
Henderson	**All mfg.**	**43**	**17**	**552.7**	**.0270**	**83**
3648	Lighting equipment n.e.c.	1	1	93.7	7.0345	100
Hertford	**All mfg.**	**19**	**9**	**338.9**	**.0165**	**69**
Hoke	**All mfg.**	**8**	**6**	**105.7**	**.0052**	**90**
Hyde	**All mfg.**	**4**		**18.6**	**.0009**	**0**
Iredell	**All mfg.**	**99**	**40**	**910.0**	**.0444**	**79**
2221	Synthetics- & silk-weaving mills	2	2	71.9	.9299	100
2281	Yarn-spinning mills, except wool	4	4	73.9	1.6557	100
Jackson	**All mfg.**	**5**	**3**	**37.4**	**.0018**	**74**
Johnston	**All mfg.**	**44**	**19**	**577.7**	**.0282**	**74**
Jones	**All mfg.**	**2**		**4.8**	**.0002**	**0**
Lee	**All mfg.**	**47**	**26**	**591.0**	**.0289**	**84**
Lenoir	**All mfg.**	**37**	**14**	**823.4**	**.0402**	**83**
2321	Men's & boys' shirts & nightwear	2	2	70.0	1.7302	100
2824	Noncellulosic synthetic organic fibers	1	1	392.7	4.0746	100
8062	*General medical & surgical hospitals*	*2*	*2*	*91.9*	*.0584*	*100*
Lincoln	**All mfg.**	**39**	**19**	**346.9**	**.0169**	**77**
McDowell	**All mfg.**	**42**	**20**	**749.4**	**.0366**	**92**
2511	Wood household furniture	3	3	55.6	.8786	100
2621	Paper mills, except building paper	1	1	219.9	1.0807	100
2834	Pharmaceutical preparations	1	1	151.9	.6967	100
Macon	**All mfg.**	**8**	**5**	**53.4**	**.0026**	**88**
Madison	**All mfg.**	**4**	**4**	**52.7**	**.0026**	**100**
Martin	**All mfg.**	**16**	**11**	**328.0**	**.0160**	**90**
Mecklenburg	**All mfg.**	**374**	**109**	**4,276.6**	**.2088**	**76**
1611	*Highway & street construction*	*6*	*2*	*82.4*	*.4404*	*86*
1629	*Heavy construction n.e.c.*	*5*	*2*	*295.6*	*1.3142*	*84*
2052	Cookies & crackers	3	2	97.2	2.2650	97
3079	Miscellaneous plastics products	17	7	141.2	.4645	80
3552	Textile machinery	17	6	67.1	5.3783	69
4911	*Electric services*	*2*	*1*	*1,391.6*	*1.4794*	*99*
5084	*Industrial-machinery distributors*	*32*	*3*	*443.7*	*1.3658*	*25*
6025	*National banks, federal reserve system*	*4*	*2*	*1,287.0*	*1.0638*	*99*
7011	*Hotels, motels, & tourist courts*	*28*	*9*	*109.7*	*.3641*	*68*
8062	*General medical & surgical hospitals*	*7*	*6*	*383.0*	*.2434*	*97*
Mitchell	**All mfg.**	**12**	**6**	**128.2**	**.0063**	**90**
Montgomery	**All mfg.**	**37**	**19**	**314.0**	**.0153**	**83**
2252	Hosiery n.e.c.	9	5	93.5	6.6246	92
Moore	**All mfg.**	**41**	**16**	[illegible]	**.0254**	**83**
Nash	**All mfg.**	**43**	**22**	[illegible]	**.0185**	**81**
3429	Hardware n.e.c.	2	2	[illegible]	.2585	100
New Hanover	**All mfg.**	**55**	**21**	[illegible]	**.0677**	**72**
2819	Industrial inorganic chemicals n.e.c.	3	2	225.6	1.7656	98
2824	Noncellulosic synthetic organic fibers	1	1	314.1	3.2590	100
8062	*General medical & surgical hospitals*	*2*	*2*	*79.8*	*.0507*	*100*
Northampton	**All mfg.**	**19**	**5**	**92.3**	**.0045**	**47**
Onslow	**All mfg.**	**18**	**11**	**350.1**	**.0171**	**84**
8062	*General medical & surgical hospitals*	*2*	*2*	*62.3*	*.0396*	*100*
Orange	**All mfg.**	**15**	**6**	**108.2**	**.0053**	**69**
8062	*General medical & surgical hospitals*	*1*	*1*	*146.3*	*.0930*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*230.9*	*1.0211*	*100*
Pamlico	**All mfg.**	**7**	**1**	**43.6**	**.0021**	**30**
Pasquotank	**All mfg.**	**11**	**2**	**87.2**	**.0043**	**57**
Pender	**All mfg.**	**6**	**3**	**45.7**	**.0022**	**94**
Perquimans	**All mfg.**	**1**	**1**	**9.6**	**.0005**	**100**
Person	**All mfg.**	**14**	**7**	**169.7**	**.0083**	**82**
2231	Wool-fabric weaving & finishing mills	1	1	30.1	3.2632	100
Pitt	**All mfg.**	**41**	**17**	**1,196.8**	**.0584**	**91**
2141	Tobacco stemming & redrying	4	3	296.7	9.2591	96
2834	Pharmaceutical preparations	1	1	188.0	.8623	100
8062	*General medical & surgical hospitals*	*1*	*1*	*113.6*	*.0722*	*100*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Polk	**All mfg.**	**11**	**5**	**70.9**	**.0035**	**78**
Randolph	**All mfg.**	**97**	**36**	**1,101.5**	**.0536**	**80**
2221	Synthetics- & silk-weaving mills	3	2	165.3	2.1379	97
2251	Women's full- & knee-length hosiery	14	6	130.2	9.1324	86
2511	Wood household furniture	5	4	45.6	.7206	94
2512	Upholstered wood household furniture	4	1	146.1	3.0008	95
Richmond	**All mfg.**	**41**	**20**	**630.5**	**.0308**	**88**
2221	Synthetics- & silk-weaving mills	3	3	121.2	1.5675	100
2511	Wood household furniture	1	1	60.1	.9497	100
Robeson	**All mfg.**	**70**	**36**	**921.0**	**.0450**	**85**
2281	Yarn-spinning mills, except wool	3	3	54.1	1.2121	100
3021	Rubber & plastic footwear	1	1	115.0	16.4568	100
Rockingham	**All mfg.**	**49**	**32**	**2,041.5**	**.0997**	**97**
2082	Malt beverages	1	1	545.7	4.6638	100
2111	Cigarettes	1	1	702.7	5.1995	100
2211	Cotton-weaving mills	4	4	68.7	1.2875	100
2254	Knit-underwear mills	1	1	26.9	2.7778	100
2281	Yarn-spinning mills, except wool	3	3	69.3	1.5527	100
2282	Throwing & winding mills, except wool	5	5	211.6	10.8769	100
2294	Processed textile waste	1	1	42.0	12.3348	100
Rowan	**All mfg.**	**74**	**38**	**1,108.5**	**.0541**	**85**
2211	Cotton-weaving mills	4	3	99.8	1.8704	96
2281	Yarn-spinning mills, except wool	6	5	156.0	3.4952	98
2824	Noncellulosic synthetic organic fibers	1	1	241.5	2.5058	100
8062	*General medical & surgical hospitals*	*1*	*1*	*58.3*	*.0371*	*100*
Rutherford	**All mfg.**	**44**	**20**	**512.7**	**.0250**	**81**
2211	Cotton-weaving mills	7	6	180.1	3.3753	99
2221	Synthetics- & silk-weaving mills	2	2	65.0	.8407	100
Sampson	**All mfg.**	**20**	**11**	**428.2**	**.0209**	**88**
Scotland	**All mfg.**	**22**	**13**	**382.9**	**.0187**	**85**
2211	Cotton-weaving mills	2	2	46.5	.8715	100
Stanly	**All mfg.**	**43**	**22**	**628.0**	**.0307**	**90**
2281	Yarn-spinning mills, except wool	4	4	77.4	1.7341	100
2321	Men's & boys' shirts & nightwear	3	3	49.3	1.2185	100
Stokes	**All mfg.**	**4**	**2**	**64.4**	**.0031**	**94**
Surry	**All mfg.**	**56**	**31**	**800.7**	**.0391**	**89**
2231	Wool-fabric weaving & finishing mills	1	1	62.0	6.7216	100
2252	Hosiery n.e.c.	9	5	138.7	9.8271	93
2253	Knit-outerwear mills	3	3	112.4	3.6199	100
2339	Women's & misses' outerwear n.e.c.	3	3	54.4	1.1512	100
2511	Wood household furniture	4	3	56.9	.8991	97
3634	Electric housewares & fans	1	1	95.3	2.5725	100
Swain	**All mfg.**	**8**	**4**	**50.4**	**.0025**	**78**
Transylvania	**All mfg.**	**8**	**5**	**321.5**	**.0157**	**98**
2621	Paper mills, except building paper	1	1	146.0	.7175	100
Tyrrell	**All mfg.**	**2**		**11.0**	**.0005**	**0**
Union	**All mfg.**	**60**	**33**	**669.4**	**.0327**	**84**
Vance	**All mfg.**	**34**	**12**	**380.8**	**.0186**	**76**
2281	Yarn-spinning mills, except wool	2	2	113.6	2.5452	100
Wake	**All mfg.**	**133**	**67**	**2,093.6**	**.1022**	**86**
3573	Electronic computing equipment	4	2	154.4	.2974	96
3661	Telephone & telegraph apparatus	2	1	138.9	.8400	95
3825	Electricity-measuring instruments	1	1	113.9	1.6522	100
4911	*Electric services*	*2*	*1*	*249.6*	*.2654*	*95*
6025	*National banks, federal reserve system*	*1*	*1*	*184.4*	*.1524*	*100*
7011	*Hotels, motels, & tourist courts*	*21*	*1*	*37.0*	*.1228*	*19*
8062	*General medical & surgical hospitals*	*5*	*4*	*262.2*	*.1667*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*2*	*68.5*	*.3029*	*94*
Warren	**All mfg.**	**7**	**5**	**53.5**	**.0025**	**77**
Washington	**All mfg.**	**9**	**7**	**505.0**	**.0247**	**96**
2421	General sawmills & planing mills	4	4	99.7	.7768	100
2631	Paperboard mills	1	1	365.5	3.3417	100
Watauga	**All mfg.**	**11**	**6**	**163.6**	**.0080**	**94**
Wayne	**All mfg.**	**50**	**25**	**534.4**	**.0261**	**84**
8062	*General medical & surgical hospitals*	*4*	*4*	*114.4*	*.0727*	*100*
Wilkes	**All mfg.**	**33**	**16**	**561.5**	**.0274**	**89**
2016	Poultry-dressing plants	1	1	210.4	2.2742	100
2511	Wood household furniture	1	1	52.0	.8217	100
Wilson	**All mfg.**	**50**	**21**	**943.0**	**.0460**	**87**
2141	Tobacco stemming & redrying	4	3	255.0	7.9578	93
3011	Tires & inner tubes	1	1	176.7	1.9832	100
8062	*General medical & surgical hospitals*	*2*	*2*	*50.9*	*.0324*	*100*
Yadkin	**All mfg.**	**9**	**4**	**186.1**	**.0091**	**94**
Yancey	**All mfg.**	**8**	**6**	**51.7**	**.0025**	**92**
STATE TOTAL	**All mfg.**	**4,371**	**1,937**	**64,556.4**	**3.1523**	**85**

NORTH DAKOTA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adams	**All mfg.**	**1**		**3.1**	**.0002**	**0**
Barnes	**All mfg.**	**2**		**3.0**	**.0001**	**0**
Benson	**All mfg.**	**2**	**1**	**17.2**	**.0008**	**89**
Bottineau	**All mfg.**	**2**		**7.6**	**.0004**	**0**
Burke	**All mfg.**	**1**		**14.7**	**.0007**	**0**
Burleigh	**All mfg.**	**22**	**4**	**144.8**	**.0071**	**25**
8062	*General medical & surgical hospitals*	*2*	*2*	*53.0*	*.0337*	*100*

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Cass	All mfg.	46	9	390.1	.0190	61
8062	*General medical & surgical hospitals*	*4*	*4*	*130.9*	*.0832*	*100*
Dickey	All mfg.	2		11.4	.0006	0
Eddy	All mfg.	1		3.1	.0002	0
Foster	All mfg.	1		1.8	.0001	0
Grand Forks	All mfg.	20	4	208.0	.0102	48
8062	*General medical & surgical hospitals*	*4*	*3*	*83.2*	*.0529*	*98*
Griggs	All mfg.	2	1	17.2	.0008	78
McHenry	All mfg.	1		13.7	.0007	0
McIntosh	All mfg.	1		3.0	.0001	0
McLean	All mfg.	1	1	102.1	.0050	100
Morton	All mfg.	12	1	390.1	.0190	84
Mountrail	All mfg.	2		7.4	.0004	0
Nelson	All mfg.	2		10.7	.0005	0
Pembina	All mfg.	3	1	30.4	.0015	75
Pierce	All mfg.	1		1.5	.0001	0
Ramsey	All mfg.	5		9.9	.0005	0
Ransom	All mfg.	3		45.7	.0022	0
Richland	All mfg.	9	2	95.4	.0047	68
Rolette	All mfg.	2	2	21.6	.0011	100
Sargent	All mfg.	2	1	16.1	.0008	76
Sioux	All mfg.	1		10.3	.0005	0
Stark	All mfg.	9	1	63.3	.0031	49
Stutsman	All mfg.	11	3	80.0	.0039	38
8062	*General medical & surgical hospitals*	*2*	*2*	*54.8*	*.0348*	*100*
Traill	All mfg.	2	1	32.7	.0016	95
Ward	All mfg.	10	3	71.5	.0035	50
8062	*General medical & surgical hospitals*	*4*	*3*	*70.0*	*.0445*	*98*
Williams	All mfg.	5	1	13.0	.0006	32
STATE TOTAL	All mfg.	179	36	1,840.4	.0899	59

OHIO

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adams	All mfg.	5		23.3	.0011	0
Allen	All mfg.	89	42	4,185.4	.2044	95
3621	Motors & generators	3	3	59.6	.9766	100
3714	Motor-vehicle parts & accessories	6	6	499.5	1.0574	100
3795	Tanks & tank components	1	1	698.5	39.8915	100
8062	*General medical & surgical hospitals*	*5*	*4*	*177.1*	*.1126*	*98*
Ashland	All mfg.	38	20	502.6	.0245	86
3069	Fabricated rubber products n.e.c.	6	5	91.5	1.5483	99
Ashtabula	All mfg.	97	39	1,487.4	.0726	84
3079	Miscellaneous plastics products	15	9	151.9	.4997	87
Athens	All mfg.	10	3	80.7	.0039	34
8062	*General medical & surgical hospitals*	*4*	*4*	*67.0*	*.0426*	*100*
Auglaize	All mfg.	39	14	734.2	.0359	86
3662	Radio & TV communication equipment	1	1	113.6	.3120	100
Belmont	All mfg.	28	13	349.0	.0170	87
1211	*Bituminous-coal & lignite mining*	*10*	*6*	*438.7*	*2.6388*	*95*
Brown	All mfg.	6	2	41.7	.0020	73
Butler	All mfg.	123	45	2,080.7	.1016	89
2621	Paper mills, except building paper	5	4	360.0	1.7691	98
3312	Blast furnaces & steel mills	1	1	604.7	1.9655	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	41.4	1.8558	100
3465	Automotive stampings	1	1	192.0	2.3242	100
3499	Fabricated metal products n.e.c.	6	2	78.9	1.7160	82
8062	*General medical & surgical hospitals*	*4*	*4*	*126.4*	*.0803*	*100*
Carroll	All mfg.	10	6	77.8	.0038	87
Champaign	All mfg.	19	7	289.7	.0141	84
Clark	All mfg.	96	30	831.9	.0406	76
3713	Truck & bus bodies	1	1	160.3	5.7052	100
8062	*General medical & surgical hospitals*	*2*	*2*	*87.9*	*.0559*	*100*
Clermont	All mfg.	34	7	263.2	.0129	63
3559	Special-industry machinery n.e.c.	1	1	85.1	1.6602	100
Clinton	All mfg.	29	10	277.9	.0136	74
Columbiana	All mfg.	86	26	647.8	.0316	66
8062	*General medical & surgical hospitals*	*2*	*2*	*54.9*	*.0349*	*100*
Coshocton	All mfg.	22	8	276.4	.0135	88
Crawford	All mfg.	38	17	563.9	.0275	78
3562	Ball & roller bearings	1	1	58.5	1.9455	100
Cuyahoga	All mfg.	1,591	492	17,384.1	.8489	78
1629	*Heavy construction n.e.c.*	*15*	*6*	*276.5*	*1.2293*	*86*
2038	Frozen food specialties	2	2	345.9	7.4301	100
2051	Bread, cake, & related products	9	8	191.9	1.2974	99
2086	Bottled & canned soft drinks	6	4	144.9	.8137	96
2311	Men's & boys' suits & coats	3	3	230.4	7.0931	100
2542	Metal partitions & fixtures	6	4	113.7	4.8231	93
2653	Corrugated & solid fiber boxes	14	7	141.7	1.2688	73
2711	Newspapers	10	5	293.4	1.1293	95
2751	Letterpress commercial printing	26	4	46.2	.7737	49
2752	Lithographic commercial printing	32	5	216.0	1.2739	36
2851	Paints & allied products	19	4	287.1	3.1046	64
2891	Adhesives & sealants	8	3	155.3	5.8383	86
2899	Chemical preparations n.e.c.	15	6	174.5	2.7184	81
2952	Asphalt felts & coatings	10	4	249.1	7.1529	81
3079	Miscellaneous plastics products	46	14	297.9	.9800	73
3269	Pottery products n.e.c.	3	1	33.2	9.8254	94
3312	Blast furnaces & steel mills	7	4	639.4	2.0783	97
3316	Cold-rolled steel sheet, strip, & bars	3	2	56.9	2.5507	97
3321	Gray-iron foundries	5	3	355.3	3.9556	99
3361	Aluminum foundries	18	11	137.3	4.3047	88
3429	Hardware n.e.c.	13	5	111.2	1.7438	70
3433	Heating equipment, except electric	9	3	54.3	2.7808	80
3441	Fabricated structural metal	24	5	104.4	1.0788	45
3444	Sheet-metal work	18	4	117.2	1.7393	68
3451	Screw-machine products	30	4	86.3	3.8019	48
3452	Bolts, nuts, rivets, & washers	29	16	254.0	5.9875	81
3462	Iron & steel forgings	25	7	166.4	4.1754	65
3463	Nonferrous forgings	3	1	266.3	23.6144	97
3465	Automotive stampings	5	3	217.6	2.6341	98
3469	Metal stampings n.e.c.	34	11	168.5	2.3426	64
3471	Plating & polishing	35	1	78.6	3.4444	37
3494	Valves & pipe fittings	16	3	109.2	1.1432	43
3496	Miscellaneous fabricated wire products	12	4	57.3	2.8963	78
3499	Fabricated metal products n.e.c.	30	9	198.0	4.3064	71
3524	Lawn & garden equipment	2	2	55.1	3.9821	100
3531	Construction machinery	12	9	283.2	2.1358	95
3537	Industrial trucks & tractors	9	3	80.5	4.4061	85
3541	Metal-cutting machine tools	19	9	229.9	5.1104	90
3544	Special dies, tools, jigs, & fixtures	61	5	115.1	2.8217	32
3545	Machine-tool accessories	19	5	130.4	3.8055	77
3559	Special-industry machinery n.e.c.	23	11	197.0	3.8433	80
3568	Power-transmission equipment n.e.c.	13	5	112.6	6.1773	85
3569	General industrial machinery n.e.c.	11	4	60.4	1.6037	78
3592	Carburetors, pistons, rings, & valves	3	2	180.1	8.4889	99
3599	Machinery, except electrical, n.e.c.	57	4	158.2	1.5668	22
3621	Motors & generators	7	4	154.7	2.5350	93
3622	Industrial controls	11	6	138.4	2.6141	89
3623	Electric welding apparatus	4	2	209.0	11.7251	97
3624	Carbon & graphite products	6	5	95.5	7.1530	98
3641	Electric lamps	3	3	347.8	13.5315	100
3662	Radio & TV communication equipment	9	5	247.9	.6809	93
3679	Electronic components n.e.c.	6	5	91.5	.5522	98
3694	Engine electrical equipment	3	2	79.7	2.0291	93
3714	Motor-vehicle parts & accessories	38	23	1,693.0	3.5838	95
3724	Aircraft engines & engine parts	3	1	353.8	2.9995	96
3728	Aircraft equipment n.e.c.	10	3	119.7	1.2716	88
3825	Electricity-measuring instruments	6	3	74.1	1.0749	88
4011	*Line-haul-operating railroads*	*3*	*2*	*2,132.3*	*9.8011*	*100*
4924	*Natural-gas distribution*	*3*	*1*	*651.5*	*3.0163*	*96*
5051	*Metals service centers & sales offices*	*47*	*5*	*1,375.9*	*2.9671*	*23*
5084	*Industrial-machinery distributors*	*39*	*1*	*358.5*	*1.1036*	*18*
5085	*Industrial-supply distributors*	*51*	*4*	*597.2*	*2.0138*	*34*
6025	*National banks, federal reserve system*	*8*	*5*	*1,185.0*	*.9795*	*98*
7011	*Hotels, motels, & tourist courts*	*40*	*14*	*163.2*	*.5417*	*72*
7372	*Computer programming & software*	*8*	*2*	*89.5*	*.7466*	*75*
8062	*General medical & surgical hospitals*	*34*	*31*	*1,481.4*	*.9416*	*99*
8221	*Colleges & universities n.e.c.*	*10*	*4*	*205.9*	*.9106*	*96*
Darke	All mfg.	35	9	389.6	.0190	71
3714	Motor-vehicle parts & accessories	1	1	145.2	.3074	100
Defiance	All mfg.	23	13	399.9	.0195	89
3321	Gray-iron foundries	1	1	169.1	1.8826	100
Delaware	All mfg.	29	13	664.2	.0315	93
Erie	All mfg.	67	33	1,342.7	.0657	93
3562	Ball & roller bearings	1	1	95.1	3.1626	100
3714	Motor-vehicle parts & accessories	2	2	335.6	.7104	100
8062	*General medical & surgical hospitals*	*3*	*3*	*62.3*	*.0396*	*100*
Fairfield	All mfg.	51	28	677.7	.0331	88
3229	Pressed & blown glass n.e.c.	3	3	228.7	6.0629	100
Fayette	All mfg.	17	7	203.6	.0099	86
Franklin	All mfg.	482	143	6,954.4	.3396	80
2023	Condensed & evaporated milk	1	1	326.1	6.1805	100
2051	Bread, cake, & related products	10	4	233.8	1.5807	90
2295	Coated fabrics, not rubberized	1	1	68.4	6.9042	100
3079	Miscellaneous plastics products	17	8	173.4	.5704	79
3429	Hardware n.e.c.	1	1	172.2	2.6989	100
3532	Mining machinery	1	1	78.3	3.8156	100
3562	Ball & roller bearings	1	1	73.2	2.4343	100
3585	Refrigeration & heating equipment	6	4	188.4	1.4238	96
3661	Telephone & telegraph apparatus	2	1	577.1	3.4901	98
3714	Motor-vehicle parts & accessories	8	3	168.2	.3561	85
3721	Aircraft	1	1	608.8	2.1114	100
3823	Industrial process-control instruments	3	2	46.9	1.3997	95
3829	Measuring & controlling devices n.e.c.	5	2	45.2	2.2659	90
4911	*Electric services*	*5*	*3*	*926.7*	*.9873*	*98*
4924	*Natural-gas distribution*	*6*	*3*	*2,160.1*	*10.0008*	*89*
5085	*Industrial-supply distributors*	*18*	*1*	*307.7*	*1.0376*	*47*
6025	*National banks, federal reserve system*	*3*	*3*	*593.7*	*.4907*	*100*
7011	*Hotels, motels, & tourist courts*	*40*	*11*	*117.8*	*.3910*	*65*
8062	*General medical & surgical hospitals*	*12*	*12*	*791.4*	*.5030*	*100*
8221	*Colleges & universities n.e.c.*	*9*	*7*	*352.5*	*1.5589*	*99*

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
OHIO (cont.)						
Fulton	**All mfg.**	**48**	**21**	**690.0**	**.0337**	**79**
2511	Wood household furniture	5	4	95.3	1.5059	98
3531	Construction machinery	2	1	115.6	.8718	96
Gallia	**All mfg.**	**6**	**6**	**131.3**	**.0064**	**95**
8062	*General medical & surgical hospitals*	*2*	*2*	*80.1*	*.0509*	*100*
Geauga	**All mfg.**	**40**	**16**	**330.9**	**.0162**	**71**
3069	Fabricated rubber products n.e.c.	8	5	116.7	1.9747	92
3079	Miscellaneous plastics products	9	4	68.2	.2244	77
Greene	**All mfg.**	**34**	**11**	**382.3**	**.0187**	**77**
8221	*Colleges & universities n.e.c.*	*5*	*3*	*106.7*	*.4719*	*95*
Guernsey	**All mfg.**	**29**	**10**	**244.4**	**.0119**	**82**
3573	Electronic computing equipment	1	1	96.4	.1857	100
Hamilton	**All mfg.**	**773**	**280**	**18,420.7**	**.8995**	**90**
2011	Meat packing plants	6	1	539.0	1.0753	82
2051	Bread, cake, & related products	11	8	164.8	1.1142	96
2085	Distilled liquor, except brandy	1	1	123.1	2.5963	100
2086	Bottled & canned soft drinks	5	3	170.7	.9586	92
2099	Food preparations n.e.c.	7	4	274.8	2.5736	93
2651	Folding paperboard boxes	7	3	116.9	3.1107	89
2711	Newspapers	7	4	144.2	.5550	95
2751	Letterpress commercial printing	24	4	36.0	.6029	46
2752	Lithographic commercial printing	26	7	276.0	1.6278	66
2771	Greeting-card publishing	2	1	210.1	8.4296	98
2821	Plastics materials & synthetic resins	2	1	257.3	1.3035	95
2834	Pharmaceutical preparations	4	3	203.1	.9316	99
2841	Soap & other detergents	7	4	2,086.0	28.0696	99
2844	Toilet preparations	4	3	415.7	4.0799	99
2869	Industrial organic chemicals n.e.c.	6	3	524.6	1.3778	92
3079	Miscellaneous plastics products	21	10	238.9	.7859	86
3144	Women's nonathletic footwear	2	2	80.3	4.3691	100
3315	Steel wire & related products	1	1	147.5	7.1790	100
3444	Sheet-metal work	18	3	70.7	1.0492	58
3494	Valves & pipe fittings	7	4	381.9	3.9980	95
3499	Fabricated metal products n.e.c.	10	5	64.3	1.3985	80
3541	Metal cutting machine tools	19	10	270.6	6.0151	92
3544	Special dies, tools, jigs, & fixtures	21	4	49.8	1.2209	53
3561	Pumps & pumping equipment	5	2	111.9	2.0728	86
3621	Motors & generators	3	2	75.6	1.2388	96
3634	Electric housewares & fans	1	1	95.3	2.5725	100
3643	Current-carrying wiring devices	7	4	64.5	2.0644	89
3662	Radio & TV communication equipment	3	2	141.0	.3873	98
3711	Motor vehicles & passenger-car bodies	3	2	2,258.9	2.6588	99
3714	Motor-vehicle parts & accessories	9	3	275.3	.3838	83
3724	Aircraft engines & engine parts	1	1	1,694.3	14.3641	100
3728	Aircraft equipment n.e.c.	2	2	90.1	.9571	100
4011	*Line-haul operating railroads*	*3*	*3*	*238.6*	*1.0967*	*100*
4911	*Electric services*	*1*	*1*	*743.1*	*.7900*	*100*
5084	*Industrial machinery distributors*	*33*	*1*	*322.8*	*.9937*	*10*
5085	*Industrial supply distributors*	*36*	*1*	*316.8*	*1.0683*	*10*
6025	*National banks, federal reserve system*	*2*	*2*	*302.0*	*.2496*	*100*
7011	*Hotels, motels, & tourist courts*	*34*	*11*	*123.4*	*.4096*	*70*
8062	*General medical & surgical hospitals*	*19*	*19*	*858.8*	*.5459*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*4*	*132.8*	*.5873*	*97*
Hancock	**All mfg.**	**43**	**14**	**970.3**	**.0474**	**81**
3011	Tires & inner tubes	2	1	156.3	1.7542	97
3633	Household laundry equipment	1	1	240.6	9.9648	100
3674	Semiconductors & related devices	1	1	182.8	1.1274	100
Hardin	**All mfg.**	**18**	**9**	**352.2**	**.0172**	**92**
3671	Electron tubes	1	1	48.6	2.0820	100
Harrison	**All mfg.**	**8**	**2**	**32.0**	**.0016**	**57**
1211	*Bituminous coal & lignite mining*	*6*	*6*	*547.3*	*3.7920*	*100*
Henry	**All mfg.**	**21**	**9**	**440.6**	**.0215**	**94**
2032	Canned food specialties	1	1	216.9	5.4653	100
Highland	**All mfg.**	**20**	**9**	**264.0**	**.0129**	**87**
Hocking	**All mfg.**	**10**	**5**	**114.3**	**.0056**	**85**
Holmes	**All mfg.**	**27**	**10**	**158.2**	**.0077**	**64**
Huron	**All mfg.**	**43**	**21**	**685.8**	**.0335**	**86**
Jackson	**All mfg.**	**22**	**9**	**222.6**	**.0109**	**79**
Jefferson	**All mfg.**	**38**	**12**	**860.5**	**.0420**	**96**
3312	Blast furnaces & steel mills	2	2	534.7	1.7379	100
8062	*General medical & surgical hospitals*	*2*	*2*	*74.8*	*.0475*	*100*
Knox	**All mfg.**	**22**	**9**	**231.8**	**.0113**	**78**
Lake	**All mfg.**	**237**	**66**	**2,413.9**	**.1179**	**76**
2253	Knit outerwear mills	1	1	49.1	1.5813	100
2869	Industrial organic chemicals n.e.c.	3	2	619.8	1.6278	98
3069	Fabricated rubber products n.e.c.	6	3	70.8	1.1980	89
3451	Screw-machine products	11	4	64.2	2.8383	81
3536	Hoists, industrial cranes, & monorails	2	2	41.4	4.0572	100
3537	Industrial trucks & tractors	3	1	107.8	5.9004	95
3823	Industrial process-control instruments	2	2	48.7	1.4334	100
8062	*General medical & surgical hospitals*	*2*	*2*	*56.0*	*.0356*	*100*
Lawrence	**All mfg.**	**15**	**8**	**315.7**	**.0154**	**91**
Licking	**All mfg.**	**59**	**32**	**1,417.0**	**.0692**	**93**
3079	Miscellaneous plastics products	10	8	93.4	.3072	94
3296	Mineral wool	2	2	438.3	15.4000	100
3714	Motor-vehicle parts & accessories	2	2	252.5	.5345	100
Logan	**All mfg.**	**31**	**10**	**195.8**	**.0096**	**76**
Lorain	**All mfg.**	**171**	**61**	**3,215.4**	**.1570**	**88**
3312	Blast furnaces & steel mills	1	1	440.3	1.4311	100
3317	Steel pipe & tubes	2	2	353.9	11.2988	100
3321	Gray-iron foundries	3	3	127.7	1.4217	100
3711	Motor vehicles & passenger-car bodies	1	1	541.1	.6369	100
3713	Truck & bus bodies	2	1	75.1	2.6729	99
3714	Motor-vehicle parts & accessories	3	1	164.1	.3474	93
8062	*General medical & surgical hospitals*	*6*	*5*	*175.5*	*.1116*	*98*
Lucas	**All mfg.**	**337**	**111**	**9,290.9**	**.4538**	**90**
2711	Newspapers	3	1	77.5	.2980	95
2911	Petroleum refining	3	3	3,804.4	2.2050	100
3079	Miscellaneous plastics products	11	5	119.3	.3924	86
3229	Pressed & blown glass n.e.c.	3	2	151.6	4.0190	99
3361	Aluminum foundries	3	3	124.9	3.9160	100
3465	Automotive stampings	6	2	155.5	1.8823	90
3544	Special dies, tools, jigs, & fixtures	20	4	38.8	.9512	52
3694	Engine electrical equipment	2	1	151.1	3.8469	98
3711	Motor vehicles & passenger-car bodies	1	1	948.0	1.1138	100
3714	Motor-vehicle parts & accessories	6	5	734.9	1.5557	99
8062	*General medical & surgical hospitals*	*10*	*10*	*513.8*	*.3266*	*100*
Madison	**All mfg.**	**15**	**4**	**160.5**	**.0078**	**69**
Mahoning	**All mfg.**	**165**	**51**	**1,243.3**	**.0607**	**70**
3317	Steel pipe & tubes	1	1	96.9	3.0817	100
3743	Railroad equipment	1	1	44.6	1.1923	100
8062	*General medical & surgical hospitals*	*2*	*2*	*139.8*	*.0889*	*100*
Marion	**All mfg.**	**45**	**19**	**987.5**	**.0482**	**91**
3531	Construction machinery	1	1	87.4	.6391	100
3585	Refrigeration & heating equipment	1	1	144.7	1.0935	100
Medina	**All mfg.**	**94**	[illegible]	**737.2**	**.0360**	**71**
Meigs	**All mfg.**	**7**		**24.8**	**.0012**	**0**
Mercer	**All mfg.**	**33**	**10**	**392.9**	**.0192**	**90**
3751	Motorcycles, bicycles, & parts	1	1	205.0	13.4789	100
Miami	**All mfg.**	**87**	**33**	**1,152.1**	**.0563**	**85**
3551	Food-products machinery	2	2	138.6	5.7996	100
3623	Electric welding apparatus	2	1	176.2	9.0850	90
3728	Aircraft equipment n.e.c.	3	2	74.3	.7893	97
8062	*General medical & surgical hospitals*	*3*	*3*	*61.4*	*.0390*	*100*
Monroe	**All mfg.**	**3**	**3**	**367.8**	**.0180**	**100**
3334	Primary aluminum	1	1	205.1	3.1483	100
3353	Aluminum sheet, plate, & foil	1	1	152.8	2.6276	100
Montgomery	**All mfg.**	**424**	**126**	**5,224.2**	**.2551**	**83**
2621	Paper mills, except building paper	5	5	216.0	1.0615	100
2711	Newspapers	5	1	91.1	.3507	85
2721	Periodicals	3	2	264.1	2.0821	99
2741	Miscellaneous publishing	3	1	72.4	2.1649	92
2761	Manifold business forms	4	4	157.1	2.2214	100
3079	Miscellaneous plastics products	12	6	73.0	.2401	80
3544	Special dies, tools, jigs, & fixtures	65	12	144.2	3.5351	31
3545	Machine-tool accessories	9	3	52.7	1.5380	79
3561	Pumps & pumping equipment	5	3	82.1	1.5208	93
3569	General industrial machinery n.e.c.	4	1	85.8	2.2780	94
3573	Electronic computing equipment	2	1	257.4	.4958	99
3585	Refrigeration & heating equipment	3	3	552.8	4.1776	100
3599	Machinery, except electrical, n.e.c.	26	3	90.3	.8943	38
3714	Motor-vehicle parts & accessories	6	3	862.7	1.8262	99
3953	Marking devices	2	1	28.6	14.4226	98
4931	*Electric & other services combined*	*1*	*1*	*924.8*	*3.0173*	*100*
7011	*Hotels, motels, & tourist courts*	*15*	*4*	*41.1*	*.1364*	*50*
8062	*General medical & surgical hospitals*	*10*	*9*	*572.2*	*.3637*	*100*
Morgan	**All mfg.**	**9**	**3**	**133.9**	**.0065**	**83**
Morrow	**All mfg.**	**9**	**5**	**94.2**	**.0046**	**88**
Muskingum	**All mfg.**	**36**	**23**	**1,664.3**	**.0813**	**76**
2026	Fluid milk	1	1	208.3	1.1005	100
3221	Glass containers	1	1	84.5	2.2476	100
3694	Engine electrical equipment	1	1	149.4	3.8037	100
8062	*General medical & surgical hospitals*	*2*	*2*	*70.4*	*.0447*	*100*
Noble	**All mfg.**	**4**	**2**	**60.8**	**.0030**	**66**
Ottawa	**All mfg.**	**31**	**8**	**229.3**	**.0112**	**70**
4912	*Nuclear power*	*2*	*2*	*1,430.4*	*5.1340*	*100*
Paulding	**All mfg.**	**10**	**4**	**122.8**	**.0060**	**86**
Perry	**All mfg.**	**13**	**6**	**90.2**	**.0044**	**76**
Pickaway	**All mfg.**	**18**	**10**	**598.1**	**.0292**	**94**
2821	Plastics materials & synthetic resins	2	2	266.6	1.3386	100

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3641	Electric lamps	1	1	114.2	4.4431	100
Pike	**All mfg.**	**6**	**3**	**347.8**	**.0169**	**97**
2819	Industrial inorganic chemicals n.e.c.	2	1	321.9	2.5192	99
Portage	**All mfg.**	**82**	**28**	**682.1**	**.0318**	**76**
3079	Miscellaneous plastics products	14	5	87.9	.2892	69
8221	*Colleges & universities n.e.c.*	*2*	*1*	*53.8*	*.2379*	*94*
Preble	**All mfg.**	**17**	**6**	**171.7**	**.0084**	**76**
Putnam	**All mfg.**	**13**	**8**	**81.8**	**.0040**	**81**
Richland	**All mfg.**	**93**	**39**	**1,668.8**	**.0814**	**91**
3312	Blast furnaces & steel mills	1	1	279.3	.9078	100
3465	Automotive stampings	1	1	192.0	2.3242	100
3561	Pumps & pumping equipment	4	4	109.3	2.0246	100
3633	Household laundry equipment	1	1	194.4	8.0514	100
3822	Environmental controls	2	2	88.2	4.9276	100
8062	*General medical & surgical hospitals*	*3*	*3*	*65.9*	*.0419*	*100*
Ross	**All mfg.**	**17**	**6**	**733.7**	**.0358**	**94**
2621	Paper mills, except building paper	1	1	520.7	2.3589	100
Sandusky	**All mfg.**	**67**	**25**	**923.6**	**.0451**	**86**
3633	Household laundry equipment	1	1	306.1	12.6776	100
Scioto	**All mfg.**	**16**	**7**	**137.5**	**.0067**	**82**
8062	*General medical & surgical hospitals*	*3*	*3*	*57.9*	*.0368*	*100*
Seneca	**All mfg.**	**48**	**25**	**850.1**	**.0415**	**88**
3519	Internal-combustion engines n.e.c.	1	1	92.8	.9955	100
3694	Engine electrical equipment	1	1	53.2	1.3544	100
Shelby	**All mfg.**	**44**	**19**	**838.1**	**.0409**	**90**
3469	Metal stampings n.e.c.	1	1	66.6	.9259	100
3479	Metal coating & allied services n.e.c.	1	1	106.8	4.2100	100
3585	Refrigeration & heating equipment	1	1	282.0	2.1311	100
Stark	**All mfg.**	**249**	**88**	**4,440.7**	**.2168**	**86**
2011	Meat-packing plants	1	1	23.0	.0459	100
2013	Sausages & other prepared meats	2	2	161.0	1.3345	100
3069	Fabricated rubber products n.e.c.	6	5	52.1	.8816	95
3312	Blast furnaces & steel mills	4	4	885.4	2.8778	100
3316	Cold-rolled steel sheet, strip, & bars	3	3	110.0	4.9310	100
3317	Steel pipe & tubes	3	2	25.6	.8173	85
3325	Steel foundries n.e.c.	2	2	69.3	2.0892	100
3462	Iron & steel forgings	4	3	72.1	1.8092	93
3465	Automotive stampings	1	1	173.3	2.1220	100
3562	Ball & roller bearings	3	2	441.5	14.6824	99
6025	*National banks, federal reserve system*	*6*	*4*	*161.6*	*.1336*	*88*
8062	*General medical & surgical hospitals*	*4*	*4*	*161.8*	*.1028*	*100*
Summit	**All mfg.**	**366**	**110**	**4,519.8**	**.2207**	**80**
1611	*Highway & street construction*	*8*	*4*	*177.2*	*.9470*	*89*
2812	Alkalies & chlorine	2	1	114.5	6.8579	97
2822	Synthetic rubber	4	4	414.1	13.1219	100
3011	Tires & inner tubes	4	1	351.0	3.9395	95
3069	Fabricated rubber products n.e.c.	23	8	97.5	1.6498	55
3079	Miscellaneous plastics products	21	7	100.1	.3293	57
3443	Fabricated plate work (boiler shops)	5	1	282.6	2.7782	96
3444	Sheet-metal work	7	3	85.1	1.2629	89
3465	Automotive stampings	5	2	467.5	5.6591	96
3544	Special dies, tools, jigs, & fixtures	38	9	73.8	1.8092	67
3559	Special-industry machinery n.e.c.	14	4	64.4	1.2564	66
3728	Aircraft equipment n.e.c.	5	1	340.8	3.6203	97
4911	*Electric services*	*1*	*1*	*931.6*	*.9904*	*100*
6025	*National banks, federal reserve system*	*3*	*2*	*158.1*	*.1241*	*98*
8062	*General medical & surgical hospitals*	*10*	*10*	*443.4*	*.2818*	*100*
Trumbull	**All mfg.**	**129**	**48**	**3,108.9**	**.3491**	**94**
3312	Blast furnaces & steel mills	3	2	631.9	2.1189	99
3316	Cold-rolled steel sheet, strip, & bars	3	2	74.3	3.3306	99
3356	Nonferrous rolling & drawing n.e.c.	2	2	187.0	5.1625	100
3465	Automotive stampings	1	1	172.8	2.0918	100
3641	Electric lamps	2	2	133.0	5.1745	100
3694	Engine electrical equipment	2	1	387.7	9.8707	99
3711	Motor vehicles & passenger-car bodies	1	1	2,394.5	2.8184	100
3743	Railroad equipment	2	1	113.9	3.0450	97
8062	*General medical & surgical hospitals*	*4*	*4*	*132.2*	*.0840*	*100*
Tuscarawas	**All mfg.**	**86**	**25**	**1,042.3**	**.0509**	**46**
3079	Miscellaneous plastics products	8	4	77.6	.2553	81
Union	**All mfg.**	**17**	**8**	**1,838.7**	**.0898**	**99**
2874	Phosphatic fertilizers	1	1	243.0	4.8834	100
3711	Motor vehicles & passenger-car bodies	1	1	1,163.7	1.3697	100
3751	Motorcycles, bicycles, & parts	1	1	254.0	16.7006	100
Van Wert	**All mfg.**	**28**	**9**	**342.3**	**.0167**	**85**
Vinton	**All mfg.**	**7**	**2**	**42.4**	**.0021**	**58**
Warren	**All mfg.**	**37**	**18**	**290.8**	**.0143**	**72**
Washington	**All mfg.**	**48**	**17**	**906.1**	**.0442**	**90**
2522	Metal office furniture	1	1	118.1	3.3344	100
Wayne	**All mfg.**	**84**	**32**	**1,283.1**	**.0627**	**86**
3079	Miscellaneous plastics products	3	1	253.6	.8342	99
3713	Truck & bus bodies	4	4	44.8	1.5945	100
8062	*General medical & surgical hospitals*	*4*	*3*	*83.6*	*.0531*	*96*
Williams	**All mfg.**	**51**	**31**	**674.9**	**.0330**	**86**
Wood	**All mfg.**	**59**	**27**	**1,381.8**	**.0675**	**90**
3211	Flat glass	1	1	271.4	12.4822	100
3559	Special-industry machinery n.e.c.	1	1	100.7	2.0231	100

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3714	Motor-vehicle parts & accessories	4	2	563.9	1.1937	97
Wyandot	**All mfg.**	**20**	**8**	**161.6**	**.0079**	**84**
3079	Miscellaneous plastics products	6	4	92.3	.3036	96
STATE TOTAL	**All mfg.**	**7,649**	**2,682**	**123,033.1**	**6.0076**	**85**
OKLAHOMA						
Adair	**All mfg.**	**4**	**2**	**48.6**	**.0024**	**90**
Alfalfa	**All mfg.**	**1**		**1.1**	**.0001**	**0**
Atoka	**All mfg.**	**3**	**1**	**16.3**	**.0008**	**57**
Beaver	**All mfg.**	**1**		**2.2**	**.0001**	**0**
Beckham	**All mfg.**	**1**		**1.9**	**.0001**	**0**
Blaine	**All mfg.**	**7**	**3**	**70.9**	**.0035**	**78**
Bryan	**All mfg.**	**12**	**3**	**97.6**	**.0048**	**81**
Caddo	**All mfg.**	**5**	**2**	**97.6**	**.0048**	**47**
Canadian	**All mfg.**	**12**	**2**	**74.2**	**.0036**	**44**
Carter	**All mfg.**	**17**	**3**	**583.3**	**.0285**	**90**
1311	*Crude petroleum & natural gas*	*18*	*2*	*551.9*	*1.2854*	*63*
3011	Tires & inner tubes	1	1	180.7	2.0281	100
Cherokee	**All mfg.**	**1**	**1**	**4.4**	**.0002**	**100**
Choctaw	**All mfg.**	**4**		**9.5**	**.0005**	**0**
Cleveland	**All mfg.**	**30**	**6**	**368.2**	**.0180**	**63**
8062	*General medical & surgical hospitals*	*4*	*3*	*97.3*	*.0618*	*95*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*46.2*	*.2043*	*100*
Coal	**All mfg.**	**1**	**1**	**11.6**	**.0006**	**100**
Comanche	**All mfg.**	**21**	**6**	**308.3**	**.0151**	**76**
3011	Tires & inner tubes	1	1	186.1	2.0887	100
8062	*General medical & surgical hospitals*	*4*	*4*	*99.1*	*.0630*	*100*
Cotton	**All mfg.**	**1**	**1**	**6.3**	**.0003**	**100**
Craig	**All mfg.**	**4**	**1**	**25.9**	**.0013**	**54**
Creek	**All mfg.**	**22**	**8**	**271.2**	**.0132**	**70**
Custer	**All mfg.**	**13**	**4**	**499.4**	**.0244**	**94**
Delaware	**All mfg.**	**3**		**5.4**	**.0003**	**0**
Ellis	**All mfg.**	**2**		**71.7**	**.0035**	**0**
Garfield	**All mfg.**	**20**	**9**	**355.0**	**.0173**	**69**
Garvin	**All mfg.**	**11**	**3**	**422.0**	**.0206**	**95**
Grady	**All mfg.**	**23**	**4**	**246.1**	**.0120**	**51**
3714	Motor-vehicle parts & accessories	1	1	81.0	.1715	100
Grant	**All mfg.**	**2**		**11.2**	**.0005**	**0**
Greer	**All mfg.**	**2**		**2.7**	**.0001**	**0**
Haskell	**All mfg.**	**1**		**2.7**	**.0001**	**0**
Hughes	**All mfg.**	**1**	**1**	**6.9**	**.0003**	**100**
Jackson	**All mfg.**	**5**	**2**	**36.9**	**.0018**	**67**
Jefferson	**All mfg.**	**4**		**13.9**	**.0007**	**0**
Johnston	**All mfg.**	**4**	**1**	**10.1**	**.0005**	**47**
Kay	**All mfg.**	**38**	**7**	**5,323.2**	**.2599**	**98**
2911	Petroleum refining	1	1	4,969.2	2.8808	100
Kingfisher	**All mfg.**	**2**		**7.9**	**.0004**	**0**
Kiowa	**All mfg.**	**7**	**1**	**44.8**	**.0022**	**28**
Latimer	**All mfg.**	**2**	**1**	**7.4**	**.0004**	**93**
Le Flore	**All mfg.**	**7**	**4**	**44.9**	**.0022**	**82**
Lincoln	**All mfg.**	**6**	**3**	**309.5**	**.0151**	**94**
Logan	**All mfg.**	**5**	**2**	**33.6**	**.0016**	**82**
Love	**All mfg.**	**2**	**2**	**28.2**	**.0014**	**100**
McClain	**All mfg.**	**3**		**6.9**	**.0003**	**0**
McCurtain	**All mfg.**	**13**	**7**	**385.5**	**.0188**	**90**
2421	General sawmills & planing mills	4	2	148.2	1.1547	83
McIntosh	**All mfg.**	**4**	**2**	**32.7**	**.0016**	**90**
Major	**All mfg.**	**2**	**1**	**19.3**	**.0009**	**73**
Marshall	**All mfg.**	**6**	**2**	**23.4**	**.0011**	**63**
Mayes	**All mfg.**	**20**	**10**	**293.8**	**.0143**	**67**
Murray	**All mfg.**	**4**	**1**	**77.1**	**.0038**	**93**
Muskogee	**All mfg.**	**37**	**14**	**535.9**	**.0262**	**82**
8062	*General medical & surgical hospitals*	*2*	*2*	*69.6*	*.0442*	*100*
Noble	**All mfg.**	**2**	**1**	**112.9**	**.0055**	**59**
Nowata	**All mfg.**	**2**	**1**	**10.9**	**.0005**	**88**
Okfuskee	**All mfg.**	**4**	**2**	**24.8**	**.0012**	**56**
Oklahoma	**All mfg.**	**288**	**81**	**4,916.6**	**.2401**	**83**
1311	*Crude petroleum & natural gas*	*104*	*1*	*1,812.9*	*4.2223*	*4*
1381	*Oil- & gas-well drilling services*	*43*	*2*	*322.2*	*5.0896*	*35*
1382	*Oil- & gas-field exploration services*	*44*	*1*	*53.1*	*3.3084*	*7*
1611	*Highway & street construction*	*13*	*4*	*174.7*	*.9336*	*78*
2711	Newspapers	3	1	83.7	.3222	92
3011	Tires & inner tubes	1	1	181.7	2.0393	100
3441	Fabricated structural metal	7	3	84.2	.8701	88
3573	Electronic computing equipment	3	3	215.3	.4147	100
3661	Telephone & telegraph apparatus	1	1	418.5	2.5309	100
3711	Motor vehicles & passenger-car bodies	1	1	1,623.4	1.9108	100
3714	Motor-vehicle parts & accessories	7	3	231.5	.4900	84
4911	*Electric services*	*1*	*1*	*638.2*	*.6785*	*100*
5084	*Industrial-machinery distributors*	*24*	*3*	*379.0*	*1.1667*	*40*
6025	*National banks, federal reserve system*	*24*	*4*	*735.3*	*.6078*	*42*
7011	*Hotels, motels, & tourist courts*	*36*	*6*	*79.9*	*.2652*	*41*
8062	*General medical & surgical hospitals*	*15*	*14*	*510.4*	*.3244*	*99*

1985 S&MM Est.

OKLAHOMA (Oklahoma, cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
8221	*Colleges & universities n.e.c.*	*6*	*3*	*63.0*	*.2786*	*88*
Okmulgee	**All mfg.**	**15**	**3**	**189.2**	**.0092**	**51**
Osage	**All mfg.**	**9**	**6**	**228.3**	**.0111**	**96**
Ottawa	**All mfg.**	**19**	**6**	**329.1**	**.0161**	**91**
3011	Tires & inner tubes	1	1	221.6	2.4871	100
Pawnee	**All mfg.**	**1**		**1.6**	**.0001**	**0**
Payne	**All mfg.**	**16**	**4**	**608.0**	**.0297**	**98**
3519	Internal-combustion engines n.e.c.	1	1	181.1	1.9427	100
8221	*Colleges & universities n.e.c.*	*1*	*1*	*46.2*	*.2043*	*100*
Pittsburg	**All mfg.**	**14**	**6**	**194.9**	**.0095**	**71**
Pontotoc	**All mfg.**	**20**	**7**	**166.9**	**.0081**	**62**
Pottawatomie	**All mfg.**	**25**	**7**	**218.8**	**.0107**	**73**
Pushmataha	**All mfg.**	**2**		**6.9**	**.0003**	**0**
Rogers	**All mfg.**	**18**	**5**	**202.4**	**.0099**	**76**
Seminole	**All mfg.**	**16**	**5**	**98.0**	**.0048**	**68**
Sequoyah	**All mfg.**	**6**	**2**	**92.2**	**.0045**	**83**
Stephens	**All mfg.**	**14**	**3**	**694.3**	**.0339**	**94**
3533	Oil-field machinery	1	1	641.6	6.6575	100
Texas	**All mfg.**	**8**	**2**	**585.2**	**.0286**	**4**
Tillman	**All mfg.**	**7**	**2**	**28.9**	**.0014**	**64**
Tulsa	**All mfg.**	**395**	**118**	**6,419.6**	**.3135**	**85**
1311	*Crude petroleum & natural gas*	*81*	*5*	*1,687.2*	*3.9295*	*29*
1381	*Oil- & gas-well drilling services*	*22*	*4*	*357.7*	*5.6504*	*54*
1382	*Oil- & gas-field exploration services*	*30*	*2*	*106.4*	*6.6293*	*73*
2711	Newspapers	3	2	132.2	.5089	99
3079	Miscellaneous plastics products	13	5	78.5	.2582	74
3231	Products of purchased glass	1	1	97.3	3.1835	100
3441	Fabricated structural metal	13	4	93.2	.9631	70
3443	Fabricated plate work (boiler shops)	22	10	203.3	1.9986	79
3531	Construction machinery	9	4	334.6	2.5234	94
3533	Oil-field machinery	24	11	492.9	5.1145	73
3559	Special-industry machinery n.e.c.	10	4	61.2	1.1940	70
3721	Aircraft	2	1	690.7	2.3955	99
3728	Aircraft equipment n.e.c.	4	1	210.0	2.2308	98
5084	*Industrial-machinery distributors*	*28*	*5*	*769.8*	*2.3696*	*71*
6025	*National banks, federal reserve system*	*13*	*5*	*419.4*	*.3467*	*86*
7011	*Hotels, motels, & tourist courts*	*26*	*11*	*86.4*	*.2868*	*77*
8062	*General medical & surgical hospitals*	*8*	*7*	*407.5*	*.2590*	*100*
Wagoner	**All mfg.**	**3**	**3**	**44.4**	**.0022**	**100**
Washington	**All mfg.**	**10**	**4**	**293.1**	**.0143**	**92**
3561	Pumps & pumping equipment	1	1	151.6	2.8082	100
Washita	**All mfg.**	**3**	**1**	**10.5**	**.0005**	**35**
Woodward	**All mfg.**	**6**	**1**	**59.8**	**.0029**	**78**
STATE TOTAL	**All mfg.**	**1,298**	**391**	**26,394.6**	**1.2888**	**83**

OREGON

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Baker	**All mfg.**	**9**	**4**	**111.0**	**.0054**	**74**
Benton	**All mfg.**	**24**	**6**	**329.2**	**.0160**	**82**
3574	Calculating & accounting machines	1	1	201.9	13.3443	100
Clackamas	**All mfg.**	**115**	**32**	**1,109.3**	**.0542**	**74**
2621	Paper mills, except building paper	2	2	215.2	1.0576	100
3425	Hand saws & saw blades	2	2	70.0	11.2740	100
8062	*General medical & surgical hospitals*	*3*	*3*	*51.3*	*.0326*	*100*
Clatsop	**All mfg.**	**18**	**5**	**201.7**	**.0098**	**58**
Columbia	**All mfg.**	**24**	**5**	**325.2**	**.0159**	**61**
Coos	**All mfg.**	**41**	**15**	**578.8**	**.0283**	**72**
2421	General sawmills & planing mills	12	6	128.7	1.0028	83
2436	Softwood veneer & plywood	7	4	147.8	3.1888	92
2492	Particleboard	1	1	43.8	6.9590	100
Crook	**All mfg.**	**9**	**4**	**92.2**	**.0045**	**72**
Curry	**All mfg.**	**6**	**3**	**147.4**	**.0072**	**94**
Deschutes	**All mfg.**	**31**	**10**	**256.9**	**.0125**	**73**
Douglas	**All mfg.**	**53**	**17**	**998.3**	**.0487**	**76**
2436	Softwood veneer & plywood	11	8	553.5	11.9417	97
8062	*General medical & surgical hospitals*	*6*	*3*	*71.9*	*.0457*	*92*
Grant	**All mfg.**	**5**	**2**	**65.8**	**.0032**	**63**
Hood River	**All mfg.**	**13**	**4**	**124.7**	**.0061**	**61**
Jackson	**All mfg.**	**71**	**26**	**904.5**	**.0442**	**68**
2421	General sawmills & planing mills	9	4	112.5	.8766	74
2431	Millwork	6	3	63.5	1.1706	89
2436	Softwood veneer & plywood	13	11	353.0	7.6160	97
8062	*General medical & surgical hospitals*	*3*	*3*	*60.8*	*.0386*	*100*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Jefferson	**All mfg.**	**6**	**2**	**94.5**	**.0046**	**80**
Josephine	**All mfg.**	**26**	**14**	**407.4**	**.0199**	**83**
Klamath	**All mfg.**	**38**	**7**	**374.0**	**.0183**	**63**
2499	Wood products n.e.c.	1	1	110.8	3.1067	100
Lake	**All mfg.**	**7**	**1**	**42.8**	**.0021**	**14**
Lane	**All mfg.**	**164**	**44**	**1,970.4**	**.0962**	**72**
2411	Logging camps & contractors	18	2	255.4	4.3444	43
2421	General sawmills & planing mills	24	8	292.0	2.2752	75
2435	Hardwood veneer & plywood	3	2	64.1	3.4401	93
2436	Softwood veneer & plywood	15	9	309.8	6.6839	85
2631	Paperboard mills	1	1	431.6	3.9460	100
8062	*General medical & surgical hospitals*	*7*	*4*	*142.3*	*.0904*	*92*
Lincoln	**All mfg.**	**13**	**5**	**461.5**	**.0225**	**94**
2631	Paperboard mills	1	1	223.0	2.0388	100
Linn	**All mfg.**	**68**	**33**	**1,250.3**	**.0611**	**82**
2436	Softwood veneer & plywood	10	9	310.2	6.6926	99
3339	Primary nonferrous metals n.e.c.	2	2	240.1	11.9145	100
Malheur	**All mfg.**	**11**	**3**	**592.2**	**.0289**	**97**
2037	Frozen fruits & vegetables	1	1	173.4	3.0954	100
Marion	**All mfg.**	**119**	**28**	**1,051.9**	**.0514**	**66**
2033	Canned fruits & vegetables	9	7	163.3	1.6266	94
2037	Frozen fruits & vegetables	8	3	154.4	2.7562	82
Morrow	**All mfg.**	**3**	**3**	**33.0**	**.0016**	**100**
Multnomah	**All mfg.**	**469**	**133**	**6,165.9**	**.3011**	**78**
2253	Knit-outerwear mills	3	1	71.4	2.2994	93
2339	Women's & misses' outerwear n.e.c.	3	2	111.3	2.3554	97
2431	Millwork	7	6	74.2	1.3678	95
3325	Steel foundries n.e.c.	6	4	183.7	5.5380	94
3537	Industrial trucks & tractors	4	3	94.1	5.1505	99
3674	Semiconductors & related devices	1	1	97.8	.6032	100
3679	Electronic components n.e.c.	6	4	174.0	1.0501	96
3711	Motor vehicles & passenger-car bodies	2	2	1,507.2	1.7740	100
3728	Aircraft equipment n.e.c.	2	1	82.9	.8806	98
3731	Ship building & repairing	7	4	104.9	.9897	91
4911	*Electric services*	*8*	*6*	*1,366.0*	*1.4522*	*97*
5081	*Commercial-equipment wholesalers*	*11*	*3*	*158.7*	*.9455*	*65*
6025	*National banks, federal reserve system*	*3*	*2*	*1,359.5*	*1.1238*	*100*
7011	*Hotels, motels, & tourist courts*	*24*	*8*	*83.0*	*.2755*	*68*
8062	*General medical & surgical hospitals*	*17*	*14*	*857.4*	*.5450*	*99*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*49.3*	*.2180*	*91*
Polk	**All mfg.**	**14**	**6**	**187.9**	**.0092**	**76**
Tillamook	**All mfg.**	**11**	**3**	**159.0**	**.0078**	**77**
Umatilla	**All mfg.**	**27**	**13**	**410.5**	**.0200**	**84**
2037	Frozen fruits & vegetables	5	4	136.2	2.4313	94
8062	*General medical & surgical hospitals*	*5*	*2*	*49.7*	*.0316*	*79*
Union	**All mfg.**	**10**	**5**	**219.7**	**.0107**	**84**
2421	General sawmills & planing mills	4	2	128.4	1.0005	93
Wallowa	**All mfg.**	**6**		**43.7**	**.0021**	**0**
Wasco	**All mfg.**	**8**	**4**	**265.4**	**.0130**	**87**
Washington	**All mfg.**	**103**	**37**	**2,044.8**	**.0998**	**87**
3573	Electronic computing equipment	4	3	169.5	.3265	99
3674	Semiconductors & related devices	1	1	451.0	2.7814	100
3825	Electricity-measuring instruments	2	1	599.5	8.6963	100
Yamhill	**All mfg.**	**42**	**9**	**502.6**	**.0245**	**66**
STATE TOTAL	**All mfg.**	**1,556**	**481**	**21,521.5**	**1.0509**	**77**

PENNSYLVANIA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adams	**All mfg.**	**30**	**19**	**456.4**	**.0223**	**79**
2033	Canned fruits & vegetables	4	3	111.2	1.1077	98
Allegheny	**All mfg.**	**652**	**216**	**9,889.2**	**.4829**	**83**
1211	*Bituminous-coal & lignite mining*	*10*	*9*	*207.1*	*1.2457*	*99*
1611	*Highway & street construction*	*10*	*5*	*257.5*	*1.3761*	*93*
1622	*Bridge & tunnel construction*	*6*	*4*	*147.8*	*2.7831*	*95*
1629	*Heavy construction n.e.c.*	*28*	*12*	*479.6*	*2.1323*	*85*
2032	Canned food specialties	1	1	600.7	15.1359	100
2051	Bread, cake, & related products	22	6	127.0	.8586	61
2086	Bottled & canned soft drinks	8	3	208.6	1.1714	84
2499	Wood products n.e.c.	3	1	58.1	1.6290	87
2515	Mattresses & bedsprings	3	1	151.2	5.9021	95
2711	Newspapers	10	5	81.3	.3129	81
2752	Lithographic commercial printing	22	3	214.1	1.2627	61
2813	Industrial gases	4	1	88.1	5.1998	85
2821	Plastics materials & synthetic resins	3	3	263.6	1.3354	100
3079	Miscellaneous plastics products	16	5	100.1	.3293	71
3255	Clay refractories	3	2	59.0	6.8430	97
3312	Blast furnaces & steel mills	14	10	1,811.6	5.8883	98
3325	Steel foundries n.e.c.	6	5	191.0	5.7580	99
3356	Nonferrous rolling & drawing n.e.c.	4	2	324.7	8.9639	96
3441	Fabricated structural metal	20	8	157.5	1.6276	73
3462	Iron & steel forgings	7	6	123.8	3.1065	97
3465	Automotive stampings	1	1	102.4	1.2396	100
3498	Fabricated pipe & fittings	5	3	120.5	4.2548	90
3499	Fabricated metal products n.e.c.	9	4	69.6	1.5138	81
3547	Rolling-mill machinery	4	4	129.9	24.7806	100

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3559	Special-industry machinery n.e.c.	6	2	72.1	1.4066	91
3567	Industrial-process furnaces & ovens	7	3	54.0	5.8240	67
3573	Electronic computing equipment	4	4	269.4	.5189	100
3612	Transformers	1	1	221.1	6.9721	100
3621	Motors & generators	7	3	45.4	.7439	70
3644	Non-current-carrying wiring devices	4	3	129.9	4.6738	90
3662	Radio & TV communication equipment	2	1	116.9	.3211	97
3743	Railroad equipment	3	1	192.5	5.1462	93
3823	Industrial process-control instruments	7	3	92.0	2.7456	92
4011	*Line-haul-operating railroads*	*12*	*5*	*177.4*	*.3154*	*94*
4924	*Natural-gas distribution*	*7*	*2*	*1,188.3*	*5.5016*	*91*
5051	*Metals service centers & sales offices*	*14*	*1*	*743.6*	*1.6036*	*60*
5085	*Industrial-supply distributors*	*41*		*348.9*	*1.1765*	*0*
6025	*National banks, federal reserve system*	*4*	*3*	*1,765.2*	*1.4591*	*99*
7011	*Hotels, motels, & tourist courts*	*30*	*12*	*104.7*	*.3475*	*79*
8062	*General medical & surgical hospitals*	*34*	*31*	*1,559.4*	*.9912*	*99*
8221	*Colleges & universities n.e.c.*	*10*	*4*	*58.8*	*.2600*	*86*
Armstrong	**All mfg.**	**33**	**12**	**478.9**	**.0234**	**82**
3316	Cold-rolled steel sheet, strip, & bars	1	1	54.2	2.4296	100
Beaver	**All mfg.**	**73**	**35**	**1,523.4**	**.0744**	**93**
2821	Plastics materials & synthetic resins	2	2	241.9	1.2254	100
3317	Steel pipe & tubes	5	4	278.3	8.8851	98
3452	Bolts, nuts, rivets, & washers	2	2	106.5	2.5105	100
3613	Switchgear & switchboard apparatus	1	1	160.5	3.4040	100
8062	*General medical & surgical hospitals*	*2*	*2*	*90.4*	*.0575*	*100*
Bedford	**All mfg.**	**24**	**9**	**304.2**	**.0149**	**84**
Berks	**All mfg.**	**299**	**137**	**5,396.2**	**.2542**	**84**
2065	Confectionery products	7	4	218.5	2.5795	91
2252	Hosiery n.e.c.	3	3	51.8	3.6701	100
2254	Knit-underwear mills	9	7	77.6	8.0132	95
3079	Miscellaneous plastics products	10	2	51.9	.1707	48
3312	Blast furnaces & steel mills	1	1	311.9	1.0138	100
3317	Steel pipe & tubes	2	2	50.8	1.6219	100
3321	Gray-iron foundries	8	4	92.4	1.0287	72
3631	Household cooking equipment	1	1	140.4	4.4481	100
3674	Semiconductors & related devices	1	1	330.1	2.0358	100
3691	Storage batteries	3	3	188.3	7.1426	100
3711	Motor vehicles & passenger-car bodies	2	2	906.1	1.0665	100
3713	Truck & bus bodies	5	3	36.4	1.2955	87
4911	*Electric services*	*1*	*1*	*390.6*	*.4153*	*100*
8062	*General medical & surgical hospitals*	*6*	*6*	*226.5*	*.1440*	*100*
Blair	**All mfg.**	**72**	**40**	**1,238.8**	**.0605**	**88**
2253	Knit-outerwear mills	1	1	86.7	2.7922	100
2339	Women's & misses' outerwear n.e.c.	4	2	56.2	1.1893	89
8062	*General medical & surgical hospitals*	*6*	*6*	*135.9*	*.0864*	*100*
Bradford	**All mfg.**	**23**	**14**	**818.9**	**.0400**	**94**
3356	Nonferrous rolling & drawing n.e.c.	1	1	410.6	11.3353	100
8062	*General medical & surgical hospitals*	*3*	*2*	*58.7*	*.0373*	*92*
Bucks	**All mfg.**	**396**	**130**	**4,841.7**	**.3264**	**80**
1611	*Highway & street construction*	*3*	*1*	*179.2*	*.9577*	*97*
3079	Miscellaneous plastics products	22	7	194.6	.6402	78
3312	Blast furnaces & steel mills	1	1	880.6	2.8622	100
3544	Special dies, tools, jigs, & fixtures	11	2	37.8	.9267	60
3559	Special-industry machinery n.e.c.	7	2	54.6	1.0652	82
3613	Switchgear & switchboard apparatus	2	2	96.6	2.0488	100
3823	Industrial process-control instruments	5	2	177.4	5.2943	92
8062	*General medical & surgical hospitals*	*10*	*8*	*268.6*	*.1707*	*99*
Butler	**All mfg.**	**80**	**32**	**1,360.2**	**.0644**	**84**
3369	Nonferrous foundries n.e.c.	1	1	37.6	3.8871	100
8062	*General medical & surgical hospitals*	*2*	*2*	*105.2*	*.0669*	*100*
Cambria	**All mfg.**	**64**	**21**	**836.8**	**.0409**	**83**
1211	*Bituminous-coal & lignite mining*	*12*	*4*	*242.6*	*1.4592*	*84*
3312	Blast furnaces & steel mills	1	1	239.5	.7785	100
3325	Steel foundries n.e.c.	1	1	80.2	2.4178	100
3743	Railroad equipment	1	1	85.0	2.2724	100
4911	*Electric services*	*2*	*1*	*491.3*	*.5223*	*97*
8062	*General medical & surgical hospitals*	*6*	*6*	*188.1*	*.1196*	*100*
Cameron	**All mfg.**	**5**	**3**	**59.2**	**.0029**	**97**
Carbon	**All mfg.**	**42**	**13**	**355.5**	**.0174**	**71**
2331	Women's & misses' blouses	11	4	85.5	2.7583	76
Centre	**All mfg.**	**40**	**24**	**501.6**	**.0245**	**90**
3356	Nonferrous rolling & drawing n.e.c.	1	1	99.0	2.7331	100
8221	*Colleges & universities n.e.c.*	*1*	*1*	*230.9*	*1.0211*	*100*
Chester	**All mfg.**	**255**	**76**	**4,020.8**	**.1963**	**79**
2033	Canned fruits & vegetables	12	4	220.9	2.2004	80
2051	Bread, cake, & related products	1	1	97.7	.6605	100
2819	Industrial inorganic chemicals n.e.c.	2	1	63.4	.4962	94
2834	Pharmaceutical preparations	2	2	337.2	1.5466	100
3011	Tires & inner tubes	2	1	140.2	1.5735	94
3079	Miscellaneous plastics products	8	4	73.3	.2411	90
3312	Blast furnaces & steel mills	8	5	518.6	1.6856	94
3573	Electronic computing equipment	4	3	367.7	.7082	98
3621	Motors & generators	3	3	83.5	1.3683	100
3643	Current-carrying wiring devices	2	1	51.9	1.6611	96
3811	Engineering & scientific instruments	5	2	39.4	1.2366	82
6025	*National banks, federal reserve system*	*5*	*1*	*149.1*	*.1232*	*75*
7372	*Computer programming & software*	*4*	*2*	*137.7*	*1.1487*	*94*
8062	*General medical & surgical hospitals*	*10*	*9*	*337.6*	*.2146*	*100*
Clarion	**All mfg.**	**18**	**6**	**173.9**	**.0085**	**76**
1211	*Bituminous-coal & lignite mining*	*8*	*2*	*78.7*	*.4734*	*78*
3221	Glass containers	2	2	78.2	2.0800	100
Clearfield	**All mfg.**	**48**	**14**	**651.2**	**.0318**	**84**
1211	*Bituminous-coal & lignite mining*	*21*	*4*	*163.6*	*.9840*	*40*
2022	Natural & processed cheese	1	1	343.5	3.3838	100
8062	*General medical & surgical hospitals*	*3*	*3*	*51.0*	*.0324*	*100*
Clinton	**All mfg.**	**16**	**6**	**154.8**	**.0075**	**54**
Columbia	**All mfg.**	**66**	**28**	**619.3**	**.0302**	**82**
2099	Food preparations n.e.c.	1	1	126.7	1.1866	100
8062	*General medical & surgical hospitals*	*3*	*3*	*68.0*	*.0432*	*100*
Crawford	**All mfg.**	**64**	**23**	**963.0**	**.0470**	**79**
3423	Hand & edge tools n.e.c.	1	1	77.2	2.4755	100
3964	Needles, pins, & fasteners	1	1	88.1	11.3824	100
Cumberland	**All mfg.**	**83**	**41**	**1,293.7**	**.0681**	**86**
2271	Woven carpets & rugs	1	1	22.3	11.3950	100
2272	Tufted carpets & rugs	1	1	103.0	1.6054	100
3643	Current-carrying wiring devices	2	2	81.5	2.6085	100
3679	Electronic components n.e.c.	9	6	83.8	.5057	93
8062	*General medical & surgical hospitals*	*5*	*5*	*139.9*	*.0889*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*51.6*	*.2282*	*100*
Dauphin	**All mfg.**	**106**	**37**	**2,580.3**	**.1260**	**89**
2065	Confectionery products	4	2	161.5	1.9066	96
2066	Chocolate & cocoa products	1	1	972.1	32.6339	100
3312	Blast furnaces & steel mills	1	1	318.1	1.0339	100
3579	Office machines n.e.c.	2	2	105.9	1.7709	100
3724	Aircraft engines & engine parts	1	1	248.6	2.1076	100
6025	*National banks, federal reserve system*	*2*	*1*	*122.8*	*.1015*	*95*
8062	*General medical & surgical hospitals*	*5*	*5*	*240.9*	*.1531*	*100*
Delaware	**All mfg.**	**210**	**65**	**9,182.6**	**.4484**	**93**
2621	Paper mills, except building paper	1	1	182.5	.8969	100
2721	Periodicals	13	1	308.7	2.4337	55
2834	Pharmaceutical preparations	1	1	199.3	.9141	100
2911	Petroleum refining	3	3	6,084.3	3.5273	100
3511	Turbines & turbine-generator set units	1	1	186.0	6.4098	100
3679	Electronic components n.e.c.	4	1	94.1	.5679	93
3743	Railroad equipment	2	1	116.2	3.1065	96
3842	Surgical appliances & supplies	2	2	216.2	3.8349	100
3911	Precious-metal jewelry	1	1	198.5	6.5483	100
6025	*National banks, federal reserve system*	*2*	*2*	*606.5*	*.5013*	*100*
8062	*General medical & surgical hospitals*	*8*	*8*	*336.1*	*.2136*	*100*
Elk	**All mfg.**	**31**	**17**	**855.4**	**.0418**	**93**
3624	Carbon & graphite products	5	5	373.9	28.0054	100
Erie	**All mfg.**	**246**	**95**	**2,542.6**	**.1730**	**85**
2519	Household furniture n.e.c.	1	1	156.3	26.4736	100
2621	Paper mills, except building paper	1	1	371.2	1.8242	100
3069	Fabricated rubber products n.e.c.	2	1	53.9	.9121	93
3079	Miscellaneous plastics products	25	9	162.4	.5342	70
3321	Gray-iron foundries	7	5	95.6	1.0643	89
3462	Iron & steel forgings	5	3	116.9	2.9334	91
3494	Valves & pipe fittings	10	5	157.6	1.6499	87
3621	Motors & generators	1	1	77.1	1.2634	100
3679	Electronic components n.e.c.	5	4	101.0	.6095	98
3743	Railroad equipment	1	1	560.3	14.9789	100
8062	*General medical & surgical hospitals*	*7*	*6*	*188.0*	*.1195*	*98*
Fayette	**All mfg.**	**57**	**21**	**547.1**	**.0267**	**80**
8062	*General medical & surgical hospitals*	*2*	*2*	*55.9*	*.0355*	*100*
Forest	**All mfg.**	**4**	**2**	**12.2**	**.0006**	**64**
Franklin	**All mfg.**	**53**	**30**	**1,073.6**	**.0524**	**91**
2311	Men's & boys' suits & coats	1	1	127.2	3.6032	100
3531	Construction machinery	1	1	355.0	2.6773	100
3541	Metal-cutting machine tools	2	2	98.4	2.1873	100
8062	*General medical & surgical hospitals*	*2*	*2*	*62.6*	*.0398*	*100*
Fulton	**All mfg.**	**3**	**1**	**22.1**	**.0025**	**86**
Greene	**All mfg.**	**8**	**2**	**47.1**	**.0023**	**65**
1211	*Bituminous-coal & lignite mining*	*6*	*5*	*307.9*	*1.8520*	*99*
Huntingdon	**All mfg.**	**22**	**10**	**214.0**	**.0104**	**81**
Indiana	**All mfg.**	**32**	**10**	**329.3**	**.0161**	**71**
3442	Metal doors, sash, & trim	2	2	82.8	1.6577	100
Jefferson	**All mfg.**	**31**	**10**	**236.9**	**.0116**	**78**
Juniata	**All mfg.**	**13**	**5**	**68.0**	**.0033**	**76**
Lackawanna	**All mfg.**	**232**	**76**	**2,019.7**	**.0986**	**71**
2327	Men's & boys' separate trousers	7	7	42.1	1.8527	100
2335	Women's & misses' dresses	41	4	125.0	2.9759	20
3671	Electron tubes	1	1	87.4	3.7442	100
8062	*General medical & surgical hospitals*	*8*	*8*	*151.1*	*.0960*	*100*
Lancaster	**All mfg.**	**338**	**135**	**5,433.4**	**.2648**	**85**
2017	Poultry & egg processing	1	1	40.4	2.8750	100
2026	Fluid milk	4	2	142.6	.7534	86
2254	Knit-underwear mills	2	2	48.1	4.9670	100
2341	Women's & children's underwear	12	8	71.0	2.7206	89
2752	Lithographic commercial printing	9	4	144.6	.8528	84
2834	Pharmaceutical preparations	2	2	206.3	.9462	100
3149	Nonrubber footwear n.e.c.	8	3	17.5	1.0862	67
3322	Malleable-iron foundries	3	3	44.8	9.4795	100
3353	Aluminum sheet, plate, & foil	1	1	299.0	5.1418	100

1985 S&MM Est.

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
PENNSYLVANIA (Lancaster, cont.)						
3441	Fabricated structural metal	5	4	160.0	1.6534	98
3523	Farm machinery & equipment	4	2	255.2	2.6823	98
3671	Electron tubes	1	1	156.1	6.6872	100
3674	Semiconductors & related devices	1	1	311.3	1.9199	100
3996	Hard-surface floor coverings n.e.c.	2	1	401.1	53.1610	99
6025	*National banks, federal reserve system*	*10*	*2*	*340.8*	*.2817*	*84*
7011	*Hotels, motels, & tourist courts*	*14*	*4*	*92.8*	*.3080*	*85*
8062	*General medical & surgical hospitals*	*4*	*4*	*129.1*	*.0821*	*100*
Lawrence	**All mfg.**	**60**	**18**	**493.0**	**.0241**	**67**
2449	Wood containers n.e.c.	1	1	18.0	4.9033	100
4911	*Electric services*	*1*	*1*	*394.1*	*.4190*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*66.4*	*.0422*	*100*
Lebanon	**All mfg.**	**99**	**40**	**954.1**	**.0466**	**79**
8062	*General medical & surgical hospitals*	*4*	*4*	*107.2*	*.0681*	*100*
Lehigh	**All mfg.**	**216**	**89**	**4,984.9**	**.2434**	**92**
2035	Pickles, sauces, & salad dressings	1	1	216.7	5.1974	100
2047	Pet food	3	2	633.2	11.4321	99
2311	Men's & boys' suits & coats	1	1	23.0	.6515	100
2331	Women's & misses' blouses	19	5	82.3	2.6551	51
2339	Women's & misses' outerwear n.e.c.	14	6	72.3	1.5301	67
3634	Electric housewares & fans	1	1	84.5	2.2809	100
3674	Semiconductors & related devices	1	1	430.5	2.6550	100
3711	Motor vehicles & passenger-car bodies	2	2	1,301.5	1.5319	100
4911	*Electric services*	*2*	*2*	*848.0*	*.9015*	*100*
8062	*General medical & surgical hospitals*	*7*	*6*	*225.4*	*.1433*	*99*
Luzerne	**All mfg.**	**311**	**102**	**2,552.2**	**.1246**	**69**
2121	Cigars	3	3	68.7	14.8927	100
2335	Women's & misses' dresses	72	14	271.5	6.4637	41
2339	Women's & misses' outerwear n.e.c.	10	4	70.9	1.5004	66
3443	Fabricated plate work (boiler shops)	4	2	95.2	.9359	88
6025	*National banks, federal reserve system*	*11*	*2*	*173.9*	*.1437*	*60*
8062	*General medical & surgical hospitals*	*10*	*10*	*248.6*	*.1580*	*100*
8221	*Colleges & universities n.e.c.*	*6*	*5*	*75.5*	*.3339*	*98*
Lycoming	**All mfg.**	**98**	**47**	**1,115.2**	**.0546**	**83**
3559	Special-industry machinery n.e.c.	1	1	40.4	.7882	100
3724	Aircraft engines & engine parts	1	1	81.8	.6935	100
8062	*General medical & surgical hospitals*	*4*	*4*	*124.9*	*.0794*	*100*
McKean	**All mfg.**	**40**	**22**	**894.2**	**.0438**	**82**
3676	Electronic resistors	2	2	128.1	14.5883	100
Mercer	**All mfg.**	**54**	**21**	**1,137.8**	**.0556**	**88**
3312	Blast furnaces & steel mills	2	2	606.1	1.9700	100
3317	Steel pipe & tubes	5	4	108.4	3.4608	95
8062	*General medical & surgical hospitals*	*4*	*4*	*102.2*	*.0650*	*100*
Mifflin	**All mfg.**	**37**	**13**	**473.6**	**.0231**	**84**
3523	Farm machinery & equipment	1	1	66.7	.7011	100
Monroe	**All mfg.**	**48**	**16**	**367.7**	**.0180**	**69**
3433	Heating equipment, except electric	1	1	28.2	1.4442	100
7011	*Hotels, motels, & tourist courts*	*30*	*6*	*58.3*	*.1935*	*58*
Montgomery	**All mfg.**	**682**	**245**	**9,045.2**	**.4417**	**84**
1611	*Highway & street construction*	*10*	*4*	*140.4*	*.7503*	*87*
1623	*Pipe- & utility-line construction*	*7*	*2*	*126.5*	*1.8365*	*89*
2051	Bread, cake, & related products	4	3	67.2	.4543	98
2335	Women's & misses' dresses	5	2	57.8	1.3761	89
2512	Upholstered wood household furniture	3	1	157.5	3.2349	97
2834	Pharmaceutical preparations	3	3	818.0	3.7519	100
2869	Industrial organic chemicals n.e.c.	3	2	227.3	.9970	95
3011	Tires & inner tubes	3	2	168.2	1.0878	97
3079	Miscellaneous plastics products	23	6	150.5	.4951	65
3231	Products of purchased glass	6	3	114.9	3.7593	89
3317	Steel pipe & tubes	5	3	77.5	2.4743	91
3321	Gray-iron foundries	3	1	73.2	.8149	81
3361	Aluminum foundries	3	1	77.3	2.4236	93
3452	Bolts, nuts, rivets, & washers	4	2	110.5	2.6048	94
3566	Speed changers, drives, & gears	6	4	144.9	10.2085	98
3567	Industrial-process furnaces & ovens	6	3	36.0	3.8827	79
3573	Electronic computing equipment	15	9	416.0	.8013	94
3662	Radio & TV communication equipment	7	3	135.3	.3716	84
3674	Semiconductors & related devices	5	3	91.0	.5612	90
3679	Electronic components n.e.c.	12	10	102.6	.6192	95
3714	Motor-vehicle parts & accessories	5	3	216.8	.4389	91
3811	Engineering & scientific instruments	8	4	47.2	1.4814	88
3823	Industrial process-control instruments	9	5	337.5	10.0722	97
3841	Surgical & medical instruments	7	6	233.2	4.9342	100
4011	*Line-haul-operating railroads*	*7*	*1*	*26.1*	*.1200*	*62*
5081	*Commercial-equipment wholesalers*	*7*	*1*	*109.3*	*1.1270*	*66*
6025	*National banks, federal reserve system*	*6*	*5*	*1,179.5*	*.9750*	*100*
7011	*Hotels, motels, & tourist courts*	*12*	*5*	*49.8*	*.1653*	*78*
7372	*Computer programming & software*	*19*	*7*	*257.4*	*2.1472*	*86*
8062	*General medical & surgical hospitals*	*16*	*12*	*509.7*	*.3240*	*97*
Montour	**All mfg.**	**8**	**6**	**206.4**	**.0101**	**96**
8062	*General medical & surgical hospitals*	*2*	*2*	*194.4*	*.1236*	*100*
Northampton	**All mfg.**	**215**	**77**	**2,470.8**	**.1206**	**82**
2331	Women's & misses' blouses	43	12	233.4	7.5298	63
2339	Women's & misses' outerwear n.e.c.	19	7	123.6	2.6157	78
3312	Blast furnaces & steel mills	1	1	632.3	2.0552	100
8062	*General medical & surgical hospitals*	*2*	*2*	*64.7*	*.0411*	*100*
Northumberland	**All mfg.**	**73**	**31**	**996.3**	**.0486**	**79**
2032	Canned food specialties	1	1	329.3	8.2974	100
Perry	**All mfg.**	**12**	**3**	**61.8**	**.0030**	**48**
Philadelphia	**All mfg.**	**1,870**	**361**	**15,853.8**	**.7741**	**83**
1622	*Bridge & tunnel construction*	*3*	*2*	*137.2*	*2.5835*	*97*
1623	*Pipe- & utility-line construction*	*4*	*2*	*98.0*	*1.4228*	*96*
1629	*Heavy construction n.e.c.*	*7*	*5*	*824.0*	*3.6635*	*98*
2011	Meat-packing plants	5	3	388.1	.7743	95
2013	Sausages & other prepared meats	12	6	244.3	2.0249	90
2026	Fluid milk	9	8	320.3	1.6923	98
2051	Bread, cake, & related products	17	9	359.0	2.4271	93
2052	Cookies & crackers	4	2	207.4	4.8330	95
2065	Confectionery products	16	6	286.1	3.3776	81
2082	Malt beverages	2	2	381.6	3.2613	100
2253	Knit-outerwear mills	15	10	183.6	5.9129	93
2311	Men's & boys' suits & coats	34	20	329.9	9.3451	92
2335	Women's & misses' dresses	14	7	92.5	2.2022	74
2339	Women's & misses' outerwear n.e.c.	13	5	55.4	1.1724	64
2361	Girls' & children's dresses & blouses	6	2	61.5	5.4033	85
2649	Converted paper products n.e.c.	10	2	64.1	2.2644	67
2652	Set-up paperboard boxes	11	4	35.6	6.5693	67
2653	Corrugated & solid fiber boxes	12	6	136.9	1.2258	75
2711	Newspapers	7	3	181.1	.6971	92
2721	Periodicals	15	6	380.6	3.0005	85
2731	Book publishing	6	3	202.9	2.2273	93
2751	Letterpress commercial printing	26	6	53.3	.8926	62
2752	Lithographic commercial printing	21	6	210.6	1.2421	63
2791	Typesetting	8	4	79.1	7.6506	81
2834	Pharmaceutical preparations	10	4	856.4	3.9281	97
2851	Paints & allied products	7	3	133.4	1.4426	86
2911	Petroleum refining	2	1	2,307.8	1.3379	97
3411	Metal cans	3	3	207.5	2.2572	100
3444	Sheet-metal work	16	8	99.4	1.4751	80
3469	Metal stampings n.e.c.	11	3	99.9	1.3889	72
3562	Ball & roller bearings	3	3	74.1	2.4643	100
3585	Refrigeration & heating equipment	7	5	129.0	.9749	93
3613	Switchgear & switchboard apparatus	2	2	379.9	8.0573	100
3645	Residential electric lighting fixtures	14	5	133.7	10.3068	84
3714	Motor-vehicle parts & accessories	5	2	435.5	.9219	95
3721	Aircraft	1	1	796.2	2.7614	100
3731	Ship building & repairing	4	2	380.3	3.5881	99
4011	*Line-haul-operating railroads*	*8*	*6*	*1,551.2*	*7.1301*	*100*
5063	*Electrical-power-equipment wholesalers*	*25*	*3*	*425.8*	*1.4066*	*36*
5085	*Industrial-supply distributors*	*25*	*3*	*352.8*	*1.1897*	*52*
6025	*National banks, federal reserve system*	*4*	*4*	*923.4*	*.7633*	*100*
7011	*Hotels, motels, & tourist courts*	*26*	*9*	*124.2*	*.4122*	*74*
8062	*General medical & surgical hospitals*	*46*	*43*	*1,988.2*	*1.2638*	*99*
8221	*Colleges & universities n.e.c.*	*12*	*6*	*382.5*	*1.6915*	*96*
Pike	**All mfg.**	**3**	**2**	**45.1**	**.0022**	**98**
Potter	**All mfg.**	**13**	**3**	**78.3**	**.0038**	**74**
Schuylkill	**All mfg.**	**145**	**66**	**1,123.1**	**.0548**	**72**
2254	Knit-underwear mills	12	7	48.1	4.9670	82
2321	Men's & boys' shirts & nightwear	10	7	73.3	1.6118	85
2335	Women's & misses' dresses	14	5	50.8	1.2094	44
2341	Women's & children's underwear	2	2	37.4	1.4331	100
3079	Miscellaneous plastics products	4	3	58.2	.1915	94
8062	*General medical & surgical hospitals*	*3*	*3*	*80.3*	*.0510*	*100*
Snyder	**All mfg.**	**36**	**13**	**302.7**	**.0148**	**63**
Somerset	**All mfg.**	**46**	**17**	**296.3**	**.0145**	**65**
1211	*Bituminous-coal & lignite mining*	*17*	*2*	*110.9*	*.6671*	*29*
Sullivan	**All mfg.**	**8**	**2**	**24.4**	**.0012**	**48**
Susquehanna	**All mfg.**	**19**	**8**	**141.5**	**.0069**	**77**
Tioga	**All mfg.**	**15**	**6**	**147.3**	**.0072**	**81**
Union	**All mfg.**	**16**	**9**	**246.7**	**.0120**	**87**
2512	Upholstered wood household furniture	1	1	25.5	.5238	100
Venango	**All mfg.**	**53**	**18**	**1,724.1**	**.0842**	**88**
3532	Mining machinery	3	3	114.6	5.5845	100
3563	Air & gas compressors	1	1	74.3	2.6755	100
Warren	**All mfg.**	**37**	**13**	**1,251.0**	**.0611**	**93**
3462	Iron & steel forgings	1	1	88.5	2.2207	100
8062	*General medical & surgical hospitals*	*3*	*2*	*67.8*	*.0431*	*97*
Washington	**All mfg.**	**108**	**33**	**1,046.0**	**.0511**	**69**
1211	*Bituminous-coal & lignite mining*	*8*	*5*	*170.5*	*1.0256*	*93*
3316	Cold-rolled steel sheet, strip, & bars	3	2	38.6	1.7303	93
3612	Transformers	1	1	35.0	1.1037	100
8062	*General medical & surgical hospitals*	*3*	*2*	*119.0*	*.0756*	*97*

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PENNSYLVANIA (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Wayne	**All mfg.**	**21**	**7**	**188.7**	**.0092**	**88**
2341	Women's & children's underwear	3	3	56.6	2.1688	100
Westmoreland	**All mfg.**	**187**	**71**	**4,139.2**	**.2021**	**89**
1211	*Bituminous-coal & lignite mining*	*7*	*6*	*199.4*	*1.1994*	*95*
3229	Pressed & blown glass n.e.c.	9	4	87.2	2.3117	84
3312	Blast furnaces & steel mills	4	3	382.7	1.2439	99
3316	Cold-rolled steel sheet, strip, & bars	3	2	58.6	2.6269	95
3563	Air & gas compressors	2	1	350.2	12.6103	99
3644	Non-current-carrying wiring devices	2	2	308.0	11.0819	100
3711	Motor vehicles & passenger-car bodies	1	1	1,454.7	1.7122	100
6025	*National banks, federal reserve system*	*7*	*2*	*651.5*	*.5385*	*97*
8062	*General medical & surgical hospitals*	*7*	*6*	*225.2*	*.1431*	*99*
Wyoming	**All mfg.**	**16**	**4**	**242.6**	**.0118**	**87**
York	**All mfg.**	**296**	**126**	**3,979.6**	**.1943**	**86**
2361	Girls' & children's dresses & blouses	6	5	57.8	5.0782	93
2522	Metal office furniture	2	2	141.7	4.0007	100
2621	Paper mills, except building paper	1	1	199.6	.9809	100
3143	Men's nonathletic footwear	3	3	68.3	2.7846	100
3149	Nonrubber footwear n.e.c.	1	1	21.9	2.3604	100
3496	Miscellaneous fabricated wire products	9	7	84.7	4.2812	98
3531	Construction machinery	3	2	330.4	2.4918	99
3622	Industrial controls	5	2	78.3	1.4789	84
3711	Motor vehicles & passenger-car bodies	1	1	400.7	.4716	100
3843	Dental equipment & supplies	1	1	54.8	3.8849	100
4912	*Nuclear power*	*1*	*1*	*2,369.6*	*8.5059*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*156.8*	*.0997*	*100*
STATE TOTAL	**All mfg.**	**7,782**	**2,885**	**118,523.3**	**5.7874**	**84**

RHODE ISLAND

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Bristol	**All mfg.**	**52**	**21**	**414.8**	**.0203**	**82**
3161	Luggage	2	2	71.8	10.1212	100
Kent	**All mfg.**	**169**	**40**	**1,190.7**	**.0581**	**69**
3643	Current-carrying wiring devices	3	2	86.6	2.7717	97
3961	Costume jewelry	7	3	30.6	3.2935	90
8062	*General medical & surgical hospitals*	*1*	*1*	*51.3*	*.0326*	*100*
Newport	**All mfg.**	**27**	**6**	**389.9**	**.0190**	**86**
3662	Radio & TV communication equipment	1	1	227.2	.6241	100
8062	*General medical & surgical hospitals*	*2*	*2*	*64.3*	*.0409*	*100*
Providence	**All mfg.**	**1,264**	**311**	**9,057.2**	**.4423**	**64**
2221	Synthetics- & silk-weaving mills	10	5	133.4	1.7253	88
2241	Narrow-fabric mills	30	12	107.9	12.5101	73
2269	Textile-finishing plants n.e.c.	9	5	81.8	10.8603	89
2283	Wool-yarn mills	4	2	30.0	8.5935	93
2292	Lace goods	7	3	11.8	16.8813	85
2499	Wood products n.e.c.	11	3	74.9	2.1001	80
2652	Set-up paperboard boxes	12	3	49.8	9.1882	75
2711	Newspapers	12	4	141.9	.5462	88
2751	Letterpress commercial printing	24	4	39.8	.6666	47
3079	Miscellaneous plastics products	48	14	418.6	1.3770	74
3357	Nonferrous-wire drawing & insulating	10	8	396.6	4.6630	98
3421	Cutlery	3	2	71.5	7.6816	98
3451	Screw-machine products	18	3	58.8	2.5904	43
3469	Metal stampings n.e.c.	21	2	69.5	.9662	28
3471	Plating & polishing	50	4	101.1	4.5461	34
3496	Miscellaneous fabricated wire products	10	5	43.5	2.1987	85
3541	Metal-cutting machine tools	17	2	76.2	1.6938	33
3599	Machinery, except electrical, n.e.c.	18	5	81.2	.8042	59
3679	Electronic components n.e.c.	10	2	59.7	.3603	65
3842	Surgical appliances & supplies	9	4	266.2	4.7218	94
3911	Precious-metal jewelry	128	25	623.9	20.5819	52
3914	Silverware & plated & stainless ware	12	2	57.9	9.7590	65
3915	Jewelers' materials & lapidary work	50	10	371.2	53.6726	68
3944	Games, toys, & children's vehicles	5	3	189.1	3.0373	90
3951	Pens & mechanical pencils	2	1	91.4	8.0550	96
3961	Costume jewelry	118	34	482.8	51.9643	71
3964	Needles, pins, & fasteners	9	6	95.8	12.3773	92
4911	*Electric services*	*3*	*2*	*304.5*	*.3237*	*98*
6025	*National banks, federal reserve system*	*4*	*3*	*686.2*	*.5672*	*98*
8062	*General medical & surgical hospitals*	*13*	*13*	*703.5*	*.4472*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*5*	*102.2*	*.4520*	*100*
Washington	**All mfg.**	**73**	**20**	**905.2**	**.0442**	**81**
3545	Machine-tool accessories	1	1	31.2	.9105	100
3731	Ship building & repairing	2	1	353.5	3.3353	100

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1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
8062	*General medical & surgical hospitals*	*2*	*2*	*51.2*	*.0325*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*61.2*	*.2706*	*100*
STATE TOTAL	**All mfg.**	**1,585**	**398**	**11,957.8**	**.5839**	**67**

SOUTH CAROLINA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Abbeville	**All mfg.**	**18**	**13**	**314.9**	**.0154**	**95**
2221	Synthetics- & silk-weaving mills	3	2	123.2	1.5934	97
Aiken	**All mfg.**	**54**	**29**	**2,166.8**	**.1058**	**97**
2211	Cotton-weaving mills	5	5	94.9	1.7786	100
2221	Synthetics- & silk-weaving mills	2	2	80.7	1.0437	100
2262	Synthetics- & silk-finishing plants	2	2	174.3	7.4881	100
2647	Sanitary paper products	2	2	336.7	3.5322	100
2819	Industrial inorganic chemicals n.e.c.	2	1	886.8	6.9402	100
3229	Pressed & blown glass n.e.c.	1	1	163.9	4.3451	100
Allendale	**All mfg.**	**10**	**6**	**185.0**	**.0090**	**79**
Anderson	**All mfg.**	**97**	**55**	**1,886.1**	**.0921**	**92**
2211	Cotton-weaving mills	12	10	188.6	3.5346	98
2221	Synthetics- & silk-weaving mills	11	11	412.5	5.3350	100
2321	Men's & boys' shirts & nightwear	5	4	41.0	1.0134	93
2824	Noncellulosic synthetic organic fibers	1	1	239.8	2.4881	100
3069	Fabricated rubber products n.e.c.	2	2	66.6	1.1270	100
3229	Pressed & blown glass n.e.c.	1	1	144.1	3.8202	100
3635	Household vacuum cleaners	1	1	76.7	9.1856	100
3636	Sewing machines	1	1	48.6	13.2642	100
8062	*General medical & surgical hospitals*	*2*	*1*	*65.5*	*.0416*	*98*
Bamberg	**All mfg.**	**17**	**5**	**98.8**	**.0048**	**57**
Barnwell	**All mfg.**	**17**	**12**	**245.6**	**.0120**	**90**
Beaufort	**All mfg.**	**19**	**6**	**159.4**	**.0078**	**59**
7011	*Hotels, motels, & tourist courts*	*12*	*5*	*79.5*	*.2639*	*81*
Berkeley	**All mfg.**	**27**	**18**	**778.9**	**.0380**	**96**
2824	Noncellulosic synthetic organic fibers	1	1	175.1	1.8168	100
Calhoun	**All mfg.**	**6**	**2**	**199.0**	**.0097**	**15**
Charleston	**All mfg.**	**114**	**34**	**1,541.6**	**.0753**	**79**
2631	Paperboard mills	1	1	255.6	2.3369	100
2861	Gum & wood chemicals	1	1	91.1	13.9510	100
3519	Internal-combustion engines n.e.c.	1	1	84.3	.9043	100
3731	Ship building & repairing	7	6	70.3	.6633	96
6025	*National banks, federal reserve system*	*2*	*2*	*440.4*	*.3640*	*100*
7011	*Hotels, motels, & tourist courts*	*22*	*2*	*52.8*	*.1753*	*44*
8062	*General medical & surgical hospitals*	*8*	*8*	*355.1*	*.2257*	*100*
Cherokee	**All mfg.**	**34**	**17**	**600.3**	**.0293**	**87**
2038	Frozen food specialties	1	1	248.1	5.3293	100
2211	Cotton-weaving mills	3	3	52.5	.9839	100
2261	Cotton-finishing plants	3	2	25.4	2.5703	98
Chester	**All mfg.**	**30**	**20**	**402.7**	**.0197**	**88**
2211	Cotton-weaving mills	3	3	46.1	.8640	100
2221	Synthetics- & silk-weaving mills	4	4	84.7	1.0954	100
Chesterfield	**All mfg.**	**46**	**30**	**530.6**	**.0259**	**88**
Clarendon	**All mfg.**	**15**	**7**	**87.5**	**.0043**	**84**
Colleton	**All mfg.**	**22**	**12**	**202.6**	**.0099**	**78**
Darlington	**All mfg.**	**33**	**18**	**707.8**	**.0346**	**90**
4912	*Nuclear power*	*1*	*1*	*347.8*	*1.2485*	*100*
Dillon	**All mfg.**	**19**	**10**	**184.9**	**.0090**	**78**
Dorchester	**All mfg.**	**27**	**7**	**328.2**	**.0160**	**73**
Edgefield	**All mfg.**	**15**	**7**	**156.9**	**.0077**	**79**
Fairfield	**All mfg.**	**10**	**5**	**99.4**	**.0049**	**89**
Florence	**All mfg.**	**72**	**36**	**1,107.7**	**.0541**	**84**
2824	Noncellulosic synthetic organic fibers	1	1	77.8	.8072	100
8062	*General medical & surgical hospitals*	*3*	*3*	*82.2*	*.0522*	*100*
Georgetown	**All mfg.**	**27**	**8**	**490.8**	**.0240**	**86**
2653	Corrugated & solid fiber boxes	1	1	91.8	.8220	100
Greenville	**All mfg.**	**316**	**122**	**4,701.5**	**.2296**	**86**
1629	*Heavy construction n.e.c.*	*6*	*2*	*457.1*	*2.0323*	*93*
2211	Cotton-weaving mills	7	6	94.7	1.7748	98
2221	Synthetics- & silk-weaving mills	11	8	467.2	6.0424	96
2261	Cotton-finishing plants	3	3	18.1	1.8316	100
2272	Tufted carpets & rugs	3	3	250.1	3.8981	100
2369	Girls' & children's outerwear n.e.c.	1	1	28.7	3.4138	100
2643	Bags, except textile bags	4	1	186.7	3.0023	91
2821	Plastics materials & synthetic resins	3	2	338.3	1.7138	96
2824	Noncellulosic synthetic organic fibers	2	2	630.0	6.5368	100
3011	Tires & inner tubes	1	1	219.3	2.4613	100
3552	Textile machinery	27	9	137.0	10.9811	78
3675	Electronic capacitors	1	1	99.3	5.9658	100
7011	*Hotels, motels, & tourist courts*	*14*	*4*	*78.0*	*.2589*	*85*
8062	*General medical & surgical hospitals*	*5*	*4*	*108.1*	*.0687*	*96*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*72.7*	*.3215*	*100*
Greenwood	**All mfg.**	**46**	**29**	**586.0**	**.0286**	**89**
2211	Cotton-weaving mills	6	6	101.7	1.9060	100
2221	Synthetics- & silk-weaving mills	5	5	129.5	1.6749	100
Hampton	**All mfg.**	**19**	**5**	**276.4**	**.0135**	**49**
3079	Miscellaneous plastics products	3	1	77.4	.2546	96
Horry	**All mfg.**	**40**	**13**	**349.7**	**.0171**	**79**
3675	Electronic capacitors	1	1	122.4	7.3536	100

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
7011	*Hotels, motels, & tourist courts*	*93*	*6*	*118.3*	*.3927*	*30*
8062	*General medical & surgical hospitals*	*4*	*4*	*56.2*	*.0357*	*100*
Jasper	**All mfg.**	**4**	**1**	**15.9**	**.0008**	**73**
Kershaw	**All mfg.**	**37**	**18**	**1,054.5**	**.0515**	**85**
2211	Cotton-weaving mills	3	3	25.5	.4779	100
2824	Noncellulosic synthetic organic fibers	1	1	561.5	5.8260	100
Lancaster	**All mfg.**	**24**	**10**	**433.1**	**.0211**	**87**
2211	Cotton-weaving mills	3	3	125.3	2.3483	100
2262	Synthetics- & silk-finishing plants	1	1	109.2	4.6913	100
Laurens	**All mfg.**	**33**	**21**	**566.2**	**.0276**	**90**
2211	Cotton-weaving mills	3	3	42.1	.7890	100
2221	Synthetics- & silk-weaving mills	4	4	225.4	2.9152	100
3562	Ball & roller bearings	1	1	63.8	2.1217	100
Lee	**All mfg.**	**9**	**4**	**68.4**	**.0033**	**74**
Lexington	**All mfg.**	**83**	**34**	**936.3**	**.0457**	**76**
McCormick	**All mfg.**	**4**	**1**	**23.8**	**.0012**	**59**
Marion	**All mfg.**	**23**	**15**	**356.4**	**.0174**	**89**
Marlboro	**All mfg.**	**16**	**12**	**322.3**	**.0157**	**95**
Newberry	**All mfg.**	**27**	**16**	**438.6**	**.0214**	**89**
2016	Poultry-dressing plants	1	1	117.9	1.2743	100
2211	Cotton-weaving mills	3	3	52.4	.9820	100
Oconee	**All mfg.**	**31**	**18**	**342.2**	**.0167**	**84**
2211	Cotton-weaving mills	4	4	67.7	1.2688	100
4912	*Nuclear power*	*3*	*3*	*418.2*	*1.5012*	*100*
Orangeburg	**All mfg.**	**50**	**22**	**742.9**	**.0363**	**83**
Pickens	**All mfg.**	**59**	**34**	**1,000.8**	**.0489**	**93**
2211	Cotton-weaving mills	8	8	120.6	2.2602	100
2261	Cotton-finishing plants	1	1	32.5	3.2888	100
2282	Throwing & winding mills, except wool	3	3	164.3	8.4456	100
3546	Power-driven hand tools	1	1	68.0	4.7790	100
Richland	**All mfg.**	**110**	**46**	**1,558.7**	**.0761**	**82**
2824	Noncellulosic synthetic organic fibers	2	2	385.3	3.9978	100
3679	Electronic components n.e.c.	2	1	74.1	.4472	98
4931	*Electric & other services combined*	*1*	*1*	*570.6*	*1.8617*	*100*
7011	*Hotels, motels, & tourist courts*	*22*	*5*	*51.8*	*.1719*	*59*
8062	*General medical & surgical hospitals*	*9*	*8*	*449.9*	*.2860*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*59.7*	*.2640*	*94*
Saluda	**All mfg.**	**11**	**5**	**108.6**	**.0053**	**70**
Spartanburg	**All mfg.**	**197**	**91**	**3,030.6**	**.1480**	**85**
2211	Cotton-weaving mills	14	12	263.3	4.9346	98
2221	Synthetics- & silk-weaving mills	8	6	166.6	2.1547	92
2321	Men's & boys' shirts & nightwear	3	3	28.3	.6995	100
2824	Noncellulosic synthetic organic fibers	3	2	507.4	5.2647	99
3011	Tires & inner tubes	2	1	180.8	2.0292	91
3079	Miscellaneous plastics products	8	2	84.6	.2783	74
3552	Textile machinery	14	2	44.3	3.5508	56
8062	*General medical & surgical hospitals*	*3*	*2*	*95.8*	*.0609*	*96*
Sumter	**All mfg.**	**62**	**21**	**770.0**	**.0376**	**76**
2038	Frozen food specialties	1	1	[illegible]0.5	3.2328	100
2511	Wood household furniture	2	2	58.7	.9276	100
8062	*General medical & surgical hospitals*	*2*	*2*	*53.6*	*.0341*	*100*
Union	**All mfg.**	**24**	**15**	**259.5**	**.0127**	**88**
2261	Cotton-finishing plants	3	3	28.3	2.8638	100
Williamsburg	**All mfg.**	**22**	**8**	**275.2**	**.0134**	**78**
York	**All mfg.**	**81**	**29**	**1,220.1**	**.0596**	**85**
2211	Cotton-weaving mills	4	3	47.3	.8865	95
2261	Cotton-finishing plants	5	1	29.1	2.9447	88
2262	Synthetics- & silk-finishing plants	1	1	142.3	6.1133	100
2823	Cellulosic man-made fibers	1	1	183.1	11.4259	100
STATE TOTAL	**All mfg.**	**2,057**	**947**	**31,913.2**	**1.5583**	**85**

SOUTH DAKOTA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Beadle	**All mfg.**	**18**	**4**	**189.1**	**.0092**	**61**
Bennett	**All mfg.**	**1**		**3.8**	**.0002**	**0**
Bon Homme	**All mfg.**	**6**	**1**	**27.0**	**.0013**	**47**
Brookings	**All mfg.**	**19**	**5**	**239.5**	**.0117**	**70**
Brown	**All mfg.**	**23**	**6**	**191.0**	**.0093**	**66**
Brule	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Butte	**All mfg.**	**6**		**17.4**	**.0008**	**0**
Campbell	**All mfg.**	**2**		**31.4**	**.0015**	**0**
Charles Mix	**All mfg.**	**1**		**23.0**	**.0011**	**0**
Clark	**All mfg.**	**2**	**2**	**29.1**	**.0014**	**100**
Clay	**All mfg.**	**5**		**15.9**	**.0008**	**0**
Codington	**All mfg.**	**26**	**5**	**118.7**	**.0058**	**56**
Corson	**All mfg.**	**1**		**4.6**	**.0002**	**0**
Custer	**All mfg.**	**4**		**7.8**	**.0004**	**0**
Davison	**All mfg.**	**21**	**3**	**152.9**	**.0075**	**39**
Day	**All mfg.**	**3**	**1**	**22.8**	**.0011**	**76**
Deuel	**All mfg.**	**3**		**5.3**	**.0003**	**0**
Douglas	**All mfg.**	**3**		**9.3**	**.0005**	**0**
Edmunds	**All mfg.**	**1**		**2.9**	**.0001**	**0**
Fall River	**All mfg.**	**3**		**5.7**	**.0003**	**0**
Faulk	**All mfg.**	**1**		**1.7**	**.0001**	**0**

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Grant	**All mfg.**	**6**	**1**	**60.0**	**.0029**	**57**
Gregory	**All mfg.**	**3**		**6.1**	**.0003**	**0**
Haakon	**All mfg.**	**1**		**6.6**	**.0003**	**0**
Hand	**All mfg.**	**3**		**10.2**	**.0005**	**0**
Hanson	**All mfg.**	**1**		**3.4**	**.0002**	**0**
Hughes	**All mfg.**	**3**		**7.5**	**.0004**	**0**
Hutchinson	**All mfg.**	**9**		**36.9**	**.0018**	**0**
Kingsbury	**All mfg.**	**8**		**18.2**	**.0009**	**0**
Lake	**All mfg.**	**11**	**3**	**38.1**	**.0019**	**49**
Lawrence	**All mfg.**	**10**	**1**	**38.9**	**.0019**	**33**
Lincoln	**All mfg.**	**21**	**6**	**732.6**	**.0358**	**93**
2013	Sausages & other prepared meats	1	1	543.6	4.5057	100
Lyman	**All mfg.**	**1**		**3.9**	**.0002**	**0**
McCook	**All mfg.**	**6**	**1**	**24.8**	**.0012**	**28**
McPherson	**All mfg.**	**1**		**9.6**	**.0005**	**0**
Marshall	**All mfg.**	**7**		**32.4**	**.0016**	**0**
Meade	**All mfg.**	**5**		**35.8**	**.0017**	**0**
Miner	**All mfg.**	**2**		**14.2**	**.0007**	**0**
Minnehaha	**All mfg.**	**77**	**15**	**534.3**	**.0261**	**80**
3631	Household cooking equipment	1	1	89.9	2.8482	100
7011	*Hotels, motels, & tourist courts*	*4*	*1*	*39.7*	*.1318*	*86*
Moody	**All mfg.**	**4**	**1**	**18.5**	**.0009**	**58**
Pennington	**All mfg.**	**37**	**9**	**440.1**	**.0215**	**74**
3573	Electronic computing equipment	1	1	178.6	.3440	100
Perkins	**All mfg.**	**1**		**4.2**	**.0002**	**0**
Potter	**All mfg.**	**4**		**16.7**	**.0008**	**0**
Roberts	**All mfg.**	**3**		**8.4**	**.0004**	**0**
Shannon	**All mfg.**	**1**	**1**	**2.5**	**.0001**	**100**
Spink	**All mfg.**	**4**		**24.7**	**.0012**	**0**
Stanley	**All mfg.**	**1**		**5.1**	**.0003**	**0**
Todd	**All mfg.**	**1**		**3.5**	**.0002**	**0**
Turner	**All mfg.**	**3**		**52.9**	**.0026**	**0**
Union	**All mfg.**	**10**	**2**	**131.3**	**.0064**	**81**
Walworth	**All mfg.**	**1**		**1.5**	**.0001**	**0**
Yankton	**All mfg.**	**15**	**8**	**217.2**	**.0106**	**90**
STATE TOTAL	**All mfg.**	**410**	**75**	**3,640.7**	**.1778**	**62**

TENNESSEE

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Anderson	**All mfg.**	**38**	**13**	**1,593.6**	**.0778**	**93**
2819	Industrial inorganic chemicals n.e.c.	3	2	1,341.8	10.5011	99
Bedford	**All mfg.**	**25**	**13**	**295.6**	**.0144**	**86**
Benton	**All mfg.**	**6**	**3**	**42.4**	**.0021**	**83**
Bledsoe	**All mfg.**	**6**	**3**	**26.0**	**.0013**	**78**
Blount	**All mfg.**	**27**	**10**	**1,562.9**	**.0763**	**96**
2823	Cellulosic man-made fibers	1	1	435.5	27.1763	100
3334	Primary aluminum	1	1	780.8	11.9854	100
3353	Aluminum sheet, plate, & foil	1	1	139.2	2.3938	100
Bradley	**All mfg.**	**56**	**27**	**1,059.3**	**.0517**	**91**
2311	Men's & boys' suits & coats	3	3	49.4	1.3994	100
2328	Men's & boys' work clothing	1	1	23.3	.4791	100
3631	Household cooking equipment	2	2	198.3	6.2825	100
Campbell	**All mfg.**	**14**	**7**	**73.7**	**.0036**	**88**
Cannon	**All mfg.**	**5**	**2**	**23.5**	**.0011**	**80**
Carroll	**All mfg.**	**13**	**8**	**159.2**	**.0078**	**86**
Carter	**All mfg.**	**16**	**9**	**347.9**	**.0170**	**95**
2823	Cellulosic man-made fibers	1	1	216.4	13.5039	100
Cheatham	**All mfg.**	**7**	**4**	**239.1**	**.0117**	**89**
3639	Household appliances n.e.c.	1	1	181.9	9.2518	100
Chester	**All mfg.**	**6**	**2**	**39.4**	**.0019**	**72**
Claiborne	**All mfg.**	**8**	**6**	**57.7**	**.0028**	**90**
Clay	**All mfg.**	**4**	**1**	**12.4**	**.0006**	**22**
Cocke	**All mfg.**	**14**	**11**	**325.6**	**.0159**	**93**
Coffee	**All mfg.**	**37**	**13**	**318.1**	**.0155**	**81**
Crockett	**All mfg.**	**7**	**3**	**39.1**	**.0019**	**69**
Cumberland	**All mfg.**	**16**	**6**	**129.2**	**.0063**	**52**
Davidson	**All mfg.**	**327**	**106**	**4,299.9**	**.2100**	**80**
2011	Meat-packing plants	5	4	470.6	.9388	96
2711	Newspapers	3	1	160.1	.6162	96
2751	Letterpress commercial printing	13	5	48.4	.8106	78
2824	Noncellulosic synthetic organic fibers	1	1	534.0	5.5407	100
3079	Miscellaneous plastics products	9	3	76.3	.2510	80
3728	Aircraft equipment n.e.c.	1	1	176.4	1.8739	100
5084	*Industrial-machinery distributors*	*19*	*3*	*324.5*	*.9989*	*49*
6025	*National banks, federal reserve system*	*3*	*2*	*483.1*	*.3993*	*99*
7011	*Hotels, motels, & tourist courts*	*49*	*7*	*114.2*	*.3791*	*48*
8062	*General medical & surgical hospitals*	*12*	*12*	*358.5*	*.2279*	*100*
Decatur	**All mfg.**	**6**	**3**	**48.1**	**.0023**	**83**
De Kalb	**All mfg.**	**12**	**6**	**81.1**	**.0040**	**83**
Dickson	**All mfg.**	**13**	**5**	**119.5**	**.0058**	**81**
Dyer	**All mfg.**	**17**	**9**	**424.3**	**.0207**	**86**
3069	Fabricated rubber products n.e.c.	1	1	67.1	1.1354	100
Fayette	**All mfg.**	**11**	**6**	**74.2**	**.0036**	**84**

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
TENNESSEE (cont.)						
Fentress	**All mfg.**	**12**	**5**	**76.6**	**.0037**	**63**
Franklin	**All mfg.**	**18**	**6**	**131.9**	**.0064**	**82**
Gibson	**All mfg.**	**40**	**25**	**587.4**	**.0287**	**87**
3483	Ammunition, except small-arms, n.e.c.	2	1	101.0	7.7454	98
Giles	**All mfg.**	**21**	**9**	**250.5**	**.0122**	**79**
3714	Motor-vehicle parts & accessories	1	1	101.3	.2144	100
Grainger	**All mfg.**	**8**	**3**	**52.9**	**.0026**	**76**
Greene	**All mfg.**	**30**	**18**	**884.0**	**.0432**	**94**
3651	Radio & TV receiving sets	1	1	195.0	2.6838	100
Grundy	**All mfg.**	**7**	**3**	**31.7**	**.0015**	**56**
Hamblen	**All mfg.**	**52**	**21**	**539.0**	**.0263**	**83**
2511	Wood household furniture	4	3	96.8	1.5296	98
2512	Upholstered wood household furniture	5	2	50.0	1.0270	87
3079	Miscellaneous plastics products	5	3	60.3	.1984	84
Hamilton	**All mfg.**	**221**	**96**	**3,832.4**	**.1871**	**83**
2281	Yarn-spinning mills, except wool	3	3	134.2	3.0067	100
2824	Noncellulosic synthetic organic fibers	1	1	628.2	6.5181	100
3321	Gray-iron foundries	3	2	151.5	1.6867	95
3443	Fabricated plate work (boiler shops)	7	6	463.8	4.5595	99
3494	Valves & pipe fittings	3	2	117.0	1.2248	99
4911	*Electric services*	*4*	*2*	*607.7*	*.6461*	*98*
7011	*Hotels, motels, & tourist courts*	*25*	*4*	*45.1*	*.1497*	*36*
8062	*General medical & surgical hospitals*	*9*	*9*	*252.5*	*.1605*	*100*
Hancock	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Hardeman	**All mfg.**	**11**	**7**	**102.5**	**.0050**	**89**
Hardin	**All mfg.**	**17**	**8**	**290.2**	**.0142**	**91**
Hawkins	**All mfg.**	**6**	**6**	**255.0**	**.0125**	**100**
Haywood	**All mfg.**	**17**	**6**	**89.7**	**.0044**	**54**
Henderson	**All mfg.**	**17**	**9**	**209.8**	**.0102**	**80**
Henry	**All mfg.**	**21**	**11**	**293.5**	**.0143**	**90**
3592	Carburetors, pistons, rings, & valves	1	1	103.0	4.8548	100
Hickman	**All mfg.**	**7**	**2**	**35.1**	**.0017**	**61**
Houston	**All mfg.**	**4**	**3**	**31.6**	**.0015**	**93**
Humphreys	**All mfg.**	**9**	**6**	**247.3**	**.0121**	**95**
Jackson	**All mfg.**	**9**	**5**	**89.5**	**.0044**	**79**
Jefferson	**All mfg.**	**17**	**9**	**216.6**	**.0106**	**91**
2517	Wood TV & radio cabinets	1	1	39.9	10.3529	100
Johnson	**All mfg.**	**6**	**4**	**114.3**	**.0056**	**95**
Knox	**All mfg.**	**207**	**70**	**2,264.3**	**.1106**	**82**
2254	Knit-underwear mills	2	1	45.4	4.6881	99
2311	Men's & boys' suits & coats	7	5	112.6	3.1896	97
2328	Men's & boys' work clothing	1	1	140.3	2.8850	100
3079	Miscellaneous plastics products	7	4	65.7	.2161	86
4911	*Electric services*	*2*	*2*	*1,241.9*	*1.3203*	*100*
8062	*General medical & surgical hospitals*	*6*	*6*	*228.6*	*.1453*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*108.5*	*.4798*	*100*
Lake	**All mfg.**	**9**	**4**	**100.2**	**.0049**	**50**
Lauderdale	**All mfg.**	**20**	**12**	**258.9**	**.0126**	**84**
Lawrence	**All mfg.**	**23**	**4**	**181.9**	**.0089**	**60**
Lewis	**All mfg.**	**7**	**2**	**53.7**	**.0026**	**88**
Lincoln	**All mfg.**	**14**	**9**	**355.2**	**.0173**	**90**
2335	Women's & misses' dresses	4	4	90.7	2.1593	100
3585	Refrigeration & heating equipment	1	1	147.2	1.1124	100
Loudon	**All mfg.**	**19**	**10**	**228.6**	**.0112**	**84**
3714	Motor-vehicle parts & accessories	1	1	81.0	.1715	100
McMinn	**All mfg.**	**41**	**26**	**830.5**	**.0406**	**95**
2621	Paper mills, except building paper	1	1	439.7	2.1608	100
McNairy	**All mfg.**	**15**	**8**	**152.3**	**.0074**	**90**
Macon	**All mfg.**	**7**	**4**	**66.6**	**.0033**	**77**
Madison	**All mfg.**	**57**	**28**	**1,031.4**	**.0504**	**88**
8062	*General medical & surgical hospitals*	*3*	*3*	*82.8*	*.0526*	*100*
Marion	**All mfg.**	**12**	**7**	**92.8**	**.0045**	**76**
Marshall	**All mfg.**	**26**	**12**	**289.3**	**.0141**	**77**
3585	Refrigeration & heating equipment	2	1	122.7	.9273	94
Maury	**All mfg.**	**40**	**14**	**498.4**	**.0243**	**58**
Meigs	**All mfg.**	**5**	**2**	**10.8**	**.0005**	**58**
Monroe	**All mfg.**	**18**	**6**	**105.8**	**.0052**	**72**
Montgomery	**All mfg.**	**27**	**10**	**409.1**	**.0200**	**86**
3143	Men's nonathletic footwear	1	1	44.1	1.7979	100
3585	Refrigeration & heating equipment	1	1	163.4	1.2348	100
Moore	**All mfg.**	**2**	**1**	**133.0**	**.0065**	**98**
Morgan	**All mfg.**	**4**	**4**	**61.4**	**.0030**	**100**
Obion	**All mfg.**	**24**	**11**	**651.9**	**.0318**	**93**
3011	Tires & inner tubes	1	1	329.4	3.6971	100
Overton	**All mfg.**	**7**	**3**	**31.0**	**.0015**	**45**
Perry	**All mfg.**	**6**	**3**	**30.8**	**.0015**	**79**
Pickett	**All mfg.**	**5**	**2**	**31.4**	**.0015**	**70**
Polk	**All mfg.**	**5**	**2**	**134.9**	**.0066**	**93**
Putnam	**All mfg.**	**50**	**20**	**362.2**	**.0177**	**74**
Rhea	**All mfg.**	**17**	**12**	**248.1**	**.0121**	**97**
Roane	**All mfg.**	**16**	**6**	**158.0**	**.0077**	**69**
2251	Women's full- & knee-length hosiery	2	2	50.2	3.5211	100
Robertson	**All mfg.**	**21**	**8**	**304.2**	**.0149**	**69**
Rutherford	**All mfg.**	**63**	**30**	**1,893.9**	**.0925**	**94**
3011	Tires & inner tubes	1	1	159.3	1.7879	100
3711	Motor vehicles & passenger-car bodies	1	1	940.2	1.1066	100
8062	*General medical & surgical hospitals*	*3*	*3*	*77.1*	*.0490*	*100*
Scott	**All mfg.**	**6**	**3**	**33.9**	**.0017**	**76**
Sequatchie	**All mfg.**	**6**	**2**	**16.1**	**.0008**	**41**
Sevier	**All mfg.**	**20**	**5**	**135.9**	**.0066**	**55**
7011	*Hotels, motels, & tourist courts*	*27*	*5*	*50.7*	*.1683*	*56*
Shelby	**All mfg.**	**461**	**148**	**7,326.5**	**.3577**	**81**
2011	Meat-packing plants	6	4	490.5	.9785	92
2051	Bread, cake, & related products	7	4	113.7	.7687	93
2426	Hardwood dimension & flooring	11	4	40.3	3.7962	78
2511	Wood household furniture	5	3	79.0	1.2484	94
2643	Bags, except textile bags	4	4	271.1	4.3596	100
2647	Sanitary paper products	1	1	330.0	3.4619	100
2711	Newspapers	5	1	23.3	.0897	59
2834	Pharmaceutical preparations	3	2	346.1	1.5875	99
3523	Farm machinery & equipment	5	2	387.6	4.0740	99
3714	Motor-vehicle parts & accessories	7	4	221.8	.4695	94
6025	*National banks, federal reserve system*	*5*	*4*	*487.3*	*.4028*	*99*
7011	*Hotels, motels, & tourist courts*	*36*	*10*	*697.7*	*2.3156*	*95*
8062	*General medical & surgical hospitals*	*11*	*10*	*605.9*	*.3851*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*74.6*	*.3299*	*93*
Smith	**All mfg.**	**7**	**3**	**100.0**	**.0049**	**87**
Stewart						
4911	*Electric services*	*1*	*1*	*186.9*	*.1987*	*100*
Sullivan	**All mfg.**	**61**	**28**	**1,834.3**	**.0896**	**94**
2732	Book printing	1	1	207.9	6.7218	100
2821	Plastics materials & synthetic resins	1	1	248.6	1.2594	100
2869	Industrial organic chemicals n.e.c.	1	1	615.8	1.6173	100
3483	Ammunition, except small-arms, n.e.c.	2	1	67.0	5.1380	98
3573	Electronic computing equipment	1	1	178.9	.3446	100
8062	*General medical & surgical hospitals*	*4*	*3*	*124.1*	*.0789*	*98*
Sumner	**All mfg.**	**50**	**23**	**698.4**	**.0341**	**71**
Tipton	**All mfg.**	**15**	**6**	**117.5**	**.0057**	**77**
Trousdale	**All mfg.**	**7**	**6**	**70.4**	**.0034**	**99**
Unicoi	**All mfg.**	**8**	**5**	**91.3**	**.0045**	**85**
Union	**All mfg.**	**6**	**3**	**74.8**	**.0037**	**88**
Van Buren	**All mfg.**	**6**	**3**	**26.5**	**.0013**	**46**
Warren	**All mfg.**	**25**	**12**	**513.3**	**.0251**	**92**
3585	Refrigeration & heating equipment	1	1	250.5	1.8931	100
Washington	**All mfg.**	**54**	**29**	**958.1**	**.0468**	**89**
3622	Industrial controls	1	1	64.8	1.2240	100
3661	Telephone & telegraph apparatus	1	1	182.7	1.1049	100
8062	*General medical & surgical hospitals*	*4*	*3*	*95.4*	*.0606*	*98*
Wayne	**All mfg.**	**10**	**8**	**77.2**	**.0038**	**98**
Weakley	**All mfg.**	**19**	**10**	**232.4**	**.0113**	**84**
White	**All mfg.**	**15**	**7**	**196.0**	**.0096**	**87**
3622	Industrial controls	1	1	49.6	.9369	100
Williamson	**All mfg.**	**29**	**11**	**298.5**	**.0146**	**71**
Wilson	**All mfg.**	**36**	**15**	**512.8**	**.0250**	**88**
STATE TOTAL	**All mfg.**	**2,850**	**1,193**	**44,040.2**	**2.1505**	**85**
TEXAS						
Anderson	**All mfg.**	**19**	**6**	**739.1**	**.0361**	**66**
3662	Radio & TV communication equipment	1	1	352.6	.9685	100
Andrews	**All mfg.**	**3**	**1**	**40.4**	**.0020**	**90**
Angelina	**All mfg.**	**31**	**17**	**576.8**	**.0282**	**92**
2621	Paper mills, except building paper	1	1	100.8	.4954	100
3321	Gray-iron foundries	2	2	105.5	1.1745	100
Aransas	**All mfg.**	**3**	**1**	**17.3**	**.0008**	**58**
Atascosa	**All mfg.**	**3**		**15.6**	**.0008**	**0**
Austin	**All mfg.**	**12**	**1**	**95.5**	**.0047**	**7**
Bailey	**All mfg.**	**1**		**3.1**	**.0002**	**0**
Bandera	**All mfg.**	**1**	**1**	**8.2**	**.0004**	**100**
Bastrop	**All mfg.**	**8**	**2**	**51.4**	**.0025**	**48**
Baylor	**All mfg.**	**2**	**1**	**8.3**	**.0004**	**73**
Bee	**All mfg.**	**3**		**6.6**	**.0003**	**0**
Bell	**All mfg.**	**59**	**21**	**482.3**	**.0236**	**73**
2531	Public-building & related furniture	5	4	48.9	2.9458	96
3079	Miscellaneous plastics products	4	4	127.5	.4194	100
8062	*General medical & surgical hospitals*	*5*	*5*	*300.9*	*.1913*	*100*
Bexar	**All mfg.**	**313**	**109**	**5,391.1**	**.2632**	**80**
1611	*Highway & street construction*	*11*	*3*	*109.3*	*.5841*	*75*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
1622	Bridge & tunnel construction	1	1	82.9	1.5610	100
1623	Pipe- & utility-line construction	7	2	61.3	.8900	84
1629	Heavy construction n.e.c.	5	1	75.8	.3370	77
2011	Meat-packing plants	9	6	1,165.5	2.3252	96
2051	Bread, cake, & related products	8	7	339.0	2.2919	99
2086	Bottled & canned soft drinks	8	4	217.7	1.2225	81
2311	Men's & boys' suits & coats	3	2	70.8	2.0056	96
2339	Women's & misses' outerwear n.e.c.	4	1	176.7	3.7394	94
2391	Curtains & draperies	1	1	36.7	4.0499	100
3272	Concrete products n.e.c.	12	4	54.4	1.5936	68
3441	Fabricated structural metal	10	5	85.7	.8856	76
3573	Electronic computing equipment	4	3	496.1	.9556	99
3585	Refrigeration & heating equipment	6	4	65.1	.4920	91
3721	Aircraft	3	2	115.5	.4006	87
6025	National banks, federal reserve system	20	9	609.1	.5035	86
7011	Hotels, motels, & tourist courts	50	11	277.4	.9207	79
8062	General medical & surgical hospitals	19	16	994.7	.6323	98
8221	Colleges & universities n.e.c.	6	5	123.2	.5448	97
Blanco	All mfg.	1		6.6	.0003	0
Bosque	All mfg.	10	5	58.8	.0029	65
Bowie	All mfg.	47	15	773.4	.0378	57
2611	Pulp mills	1	1	174.5	4.9417	100
Brazoria	All mfg.	68	22	5,655.0	.2761	91
2812	Alkalies & chlorine	2	2	115.8	6.9358	100
2869	Industrial organic chemicals n.e.c.	7	5	3,595.8	9.4438	98
2895	Carbon black	1	1	780.3	56.2662	100
Brazos	All mfg.	25	4	150.6	.0074	25
Brewster	All mfg.	1		4.4	.0002	0
Brooks	All mfg.	2		10.1	.0005	0
Brown	All mfg.	16	7	355.9	.0174	71
Burleson	All mfg.	4	3	297.5	.0145	99
3334	Primary aluminum	1	1	290.0	4.4515	100
Burnet	All mfg.	11		23.5	.0011	0
Caldwell	All mfg.	6	3	67.9	.0033	80
Calhoun	All mfg.	15	4	309.2	.0151	78
Callahan	All mfg.	1		3.2	.0002	0
Cameron	All mfg.	70	29	1,213.4	.0592	83
2328	Men's & boys' work clothing	2	2	92.8	1.9082	100
3533	Oil-field machinery	2	2	169.0	1.7536	100
8062	General medical & surgical hospitals	3	3	92.7	.0589	100
Camp	All mfg.	9	1	83.5	.0041	71
Carson	All mfg.	2		25.3	.0012	0
Cass	All mfg.	6	2	25.7	.0013	35
Castro	All mfg.	2	1	24.0	.0012	98
Chambers	All mfg.	4	2	486.5	.0238	65
Cherokee	All mfg.	37	5	190.4	.0093	29
8062	General medical & surgical hospitals	3	3	92.5	.0588	100
Childress	All mfg.	2	1	124.9	.0061	98
Clay	All mfg.	1	1	20.6	.0010	100
Coleman	All mfg.	4	1	19.4	.0009	39
Collin	All mfg.	66	27	601.3	.0294	63
3674	Semiconductors & related devices	6	3	81.7	.5039	81
Collingsworth	All mfg.	1		6.8	.0003	0
Colorado	All mfg.	10	4	79.1	.0039	77
Comal	All mfg.	24	9	231.8	.0113	62
2211	Cotton-weaving mills	1	1	35.8	.6709	100
Comanche	All mfg.	7	2	48.2	.0024	44
Cooke	All mfg.	21	7	184.4	.0090	63
Coryell	All mfg.	5		16.0	.0008	0
Crane	All mfg.	4		17.1	.0008	0
Crockett	All mfg.	1		3.8	.0002	0
Crosby	All mfg.	2		3.9	.0002	0
Dallas	All mfg.	1,131	368	15,657.2	.7645	79
1311	Crude petroleum & natural gas	103	6	2,947.3	6.8643	45
1381	Oil- & gas-well drilling services	23	3	515.8	8.1479	65
1382	Oil- & gas-field exploration services	57	4	188.6	11.7508	35
1611	Highway & street construction	7	6	200.6	1.0721	99
1629	Heavy construction n.e.c.	15	7	171.2	.7611	82
2013	Sausages & other prepared meats	10	3	170.6	1.4140	62
2051	Bread, cake, & related products	10	4	161.6	1.0925	86
2099	Food preparations n.e.c.	14	5	515.9	4.8316	91
2335	Women's & misses' dresses	23	14	185.0	4.4043	88
2653	Corrugated & solid fiber boxes	16	10	174.2	1.5598	78
2711	Newspapers	11	4	362.9	1.3968	93
2731	Book publishing	5	2	121.8	1.3370	93
2751	Letterpress commercial printing	36	8	79.8	1.3365	51
2752	Lithographic commercial printing	15	4	144.0	.8493	53
2844	Toilet preparations	7	5	187.3	1.8382	93
2851	Paints & allied products	16	4	187.1	2.0232	57
3079	Miscellaneous plastics products	50	14	301.8	.9928	64
3272	Concrete products n.e.c.	10	5	89.5	2.6218	87
3443	Fabricated plate work (boiler shops)	16	7	160.2	1.5749	72
3444	Sheet-metal work	35	4	97.9	1.4529	29
3532	Mining machinery	6	2	60.3	2.9385	77
3533	Oil-field machinery	9	7	525.9	5.4569	98
3559	Special-industry machinery n.e.c.	9	2	97.2	1.7012	73

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3573	Electronic computing equipment	32	15	870.5	1.6767	88
3585	Refrigeration & heating equipment	11	6	288.1	2.1772	89
3661	Telephone & telegraph apparatus	8	5	549.4	3.3225	96
3662	Radio & TV communication equipment	27	10	578.5	1.5890	77
3674	Semiconductors & related devices	9	5	1,212.5	7.4777	99
3679	Electronic components n.e.c.	17	4	161.0	.9716	81
3691	Storage batteries	7	6	133.2	5.0525	97
3714	Motor-vehicle parts & accessories	7	7	195.2	.4132	100
3721	Aircraft	5	3	982.7	3.4082	99
3728	Aircraft equipment n.e.c.	8	5	327.0	3.4737	98
3769	Space-vehicle equipment n.e.c.	2	1	513.3	26.1181	100
3993	Signs & advertising displays	14	3	35.7	1.8627	55
4911	Electric services	17	12	6,602.5	7.0193	96
4923	Gas transmission & distribution	3	1	822.6	3.5088	92
5063	Electrical-power-equipment wholesalers	25	3	541.5	1.7888	31
5065	Electronic-parts wholesalers	24	6	1,024.1	5.9587	66
5081	Commercial-equipment wholesalers	20	2	297.2	1.7706	25
5084	Industrial-machinery distributors	38	2	412.0	1.2682	24
5085	Industrial-supply distributors	35	3	433.5	1.4618	39
6025	National banks, federal reserve system	31	7	2,373.8	1.9622	91
7011	Hotels, motels, & tourist courts	106	32	466.1	1.5471	75
7372	Computer programming & software	18	9	464.3	3.8732	92
7374	Data-processing services	16	5	149.1	1.4758	47
8062	General medical & surgical hospitals	34	29	1,118.6	.7110	99
8221	Colleges & universities n.e.c.	4	3	113.3	.5011	97
Dawson	All mfg.	3	1	18.5	.0009	61
Deaf Smith	All mfg.	11	1	204.2	.0100	32
Delta	All mfg.	1		2.4	.0001	0
Denton	All mfg.	39	18	874.0	.0427	89
3679	Electronic components n.e.c.	1	1	221.5	1.3367	100
8062	General medical & surgical hospitals	4	3	55.2	.0351	97
De Witt	All mfg.	7	2	72.2	.0035	46
Dickens	All mfg.	1		2.7	.0001	0
Dimmit	All mfg.	1		4.4	.0002	0
Eastland	All mfg.	16	3	127.5	.0062	74
Ector	All mfg.	95	16	980.4	.0479	60
8062	General medical & surgical hospitals	1	1	59.3	.0377	100
Edwards	All mfg.	1		3.9	.0002	0
Ellis	All mfg.	50	20	620.5	.0303	74
El Paso	All mfg.	194	95	3,920.9	.1915	91
2321	Men's & boys' shirts & nightwear	6	5	52.2	1.2902	94
2327	Men's & boys' separate trousers	9	8	128.1	5.6375	98
2328	Men's & boys' work clothing	10	9	318.9	6.5575	99
2329	Men's & boys' clothing n.e.c.	3	2	21.8	1.4703	92
2339	Women's & misses' outerwear n.e.c.	2	2	57.6	1.2190	100
3143	Men's nonathletic footwear	3	5	101.3	4.1300	93
3332	Primary lead	1	1	134.2	19.0842	100
3679	Electronic components n.e.c.	5	4	125.6	.7580	98
4922	Natural-gas transmission	1	1	2,317.3	6.7736	100
6025	National banks, federal reserve system	9	3	362.5	.2996	59
7011	Hotels, motels, & tourist courts	23	2	37.0	.1228	23
8062	General medical & surgical hospitals	15	11	344.7	.2191	97
Erath	All mfg.	9	5	158.0	.0077	84
Falls	All mfg.	5	1	37.6	.0018	64
Fannin	All mfg.	12	7	173.4	.0085	93
Fayette	All mfg.	10	2	73.0	.0036	36
Fisher	All mfg.	1	1	20.1	.0010	100
Floyd	All mfg.	1		6.6	.0003	0
Foard	All mfg.	1		2.4	.0001	0
Fort Bend	All mfg.	47	18	1,296.9	.0633	88
3573	Electronic computing equipment	2	1	257.6	.4962	96
3674	Semiconductors & related devices	1	1	195.5	1.2057	100
Franklin	All mfg.	2	1	15.2	.0007	61
Freestone	All mfg.	3		9.7	.0005	0
Gaines	All mfg.	2		10.9	.0005	0
Galveston	All mfg.	46	15	5,793.3	.2829	94
2821	Plastics materials & synthetic resins	2	2	402.4	2.0385	100
2911	Petroleum refining	4	3	4,818.4	2.7934	97
3731	Ship building & repairing	4	3	93.2	.8793	98
7011	Hotels, motels, & tourist courts	13	4	68.9	.2287	78
8062	General medical & surgical hospitals	5	5	249.7	.1587	100
Gillespie	All mfg.	6	1	39.8	.0019	59
Gonzales	All mfg.	8	4	153.8	.0075	34
Gray	All mfg.	10	3	337.5	.0165	87
Grayson	All mfg.	65	32	1,298.3	.0634	89
3674	Semiconductors & related devices	1	1	195.5	1.2057	100
8062	General medical & surgical hospitals	3	3	85.3	.0542	100
Gregg	All mfg.	93	28	1,298.7	.0634	80
2869	Industrial organic chemicals n.e.c.	1	1	282.6	.7422	100
3532	Mining machinery	1	1	39.9	1.9443	100
8062	General medical & surgical hospitals	5	4	70.0	.0445	98
Grimes	All mfg.	7	4	68.1	.0033	82
Guadalupe	All mfg.	18	6	430.7	.0210	88
3651	Radio & TV receiving sets	1	1	162.1	2.2310	100
Hale	All mfg.	15	3	445.9	.0218	85
Hall	All mfg.	1		6.9	.0003	0

1985 **S&MM** Est.

County SIC	Industry	Establishments Total	 Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
TEXAS (cont.)						
Hamilton	**All mfg.**	**3**		**11.1**	**.0005**	**0**
Hardeman	**All mfg.**	**2**	**2**	**37.5**	**.0018**	**100**
Hardin	**All mfg.**	**4**	**2**	**302.3**	**.0148**	**45**
Harris	**All mfg.**	**1,359**	**444**	**33,414.5**	**1.6316**	**87**
1311	*Crude petroleum & natural gas*	*181*	*12*	*5,525.5*	*12.8689*	*26*
1381	*Oil- & gas-well drilling services*	*62*	*13*	*1,305.3*	*20.6192*	*76*
1382	*Oil- & gas-field exploration services*	*144*	*9*	*580.2*	*36.1495*	*14*
1611	*Highway & street construction*	*20*	*8*	*374.2*	*1.9998*	*90*
1622	*Bridge & tunnel construction*	*7*	*3*	*623.1*	*11.7331*	*98*
1623	*Pipe- & utility-line construction*	*52*	*11*	*586.7*	*8.5177*	*75*
1629	*Heavy construction n.e.c.*	*68*	*31*	*2,839.9*	*12.6261*	*92*
2051	Bread, cake, & related products	12	6	204.8	1.3846	83
2095	Roasted coffee	3	3	518.1	8.4761	100
2611	Pulp mills	1	1	82.8	2.3448	100
2621	Paper mills, except building paper	2	2	183.2	.9003	100
2653	Corrugated & solid fiber boxes	9	6	108.2	.9688	82
2711	Newspapers	7	3	210.3	.8095	93
2751	Letterpress commercial printing	32	9	85.6	1.4336	62
2812	Alkalies & chlorine	5	4	168.8	10.1102	98
2813	Industrial gases	11	2	123.3	7.2773	61
2819	Industrial inorganic chemicals n.e.c.	18	5	245.9	1.9244	69
2821	Plastics materials & synthetic resins	19	15	1,900.9	9.6298	98
2822	Synthetic rubber	4	3	340.3	10.7833	97
2851	Paints & allied products	16	3	126.3	1.3658	32
2865	Cyclic crudes & intermediates	9	5	1,116.9	12.5641	96
2869	Industrial organic chemicals n.e.c.	30	14	2,017.2	5.2978	83
2899	Chemical preparations n.e.c.	15	4	171.8	2.6763	64
2911	Petroleum refining	7	5	12,387.8	7.1816	98
3079	Miscellaneous plastics products	59	17	424.4	1.3961	71
3231	Products of purchased glass	5	2	95.4	3.1213	89
3273	Ready-mixed concrete	23	2	92.1	1.3101	19
3293	Gaskets, packing, & sealing devices	15	4	83.5	4.4739	59
3317	Steel pipe & tubes	11	6	188.9	6.0309	93
3441	Fabricated structural metal	26	7	175.2	1.8105	56
3443	Fabricated plate work (boiler shops)	50	20	503.5	4.9498	75
3444	Sheet-metal work	30	7	124.7	1.8506	46
3448	Prefabricated metal buildings	13	8	190.1	6.8715	91
3452	Bolts, nuts, rivets, & washers	16	4	104.1	2.4539	58
3462	Iron & steel forgings	6	3	91.8	2.3035	84
3463	Nonferrous forgings	1	1	149.3	13.2393	100
3479	Metal coating & allied services n.e.c.	17	9	338.3	13.3357	92
3494	Valves & pipe fittings	63	24	742.7	7.7752	77
3498	Fabricated pipe & fittings	20	8	259.8	9.1734	71
3519	Internal-combustion engines n.e.c.	7	2	153.0	1.6412	82
3533	Oil-field machinery	67	31	2,351.8	24.4031	87
3545	Machine-tool accessories	4	2	136.0	3.9689	97
3561	Pumps & pumping equipment	18	6	159.6	2.9564	73
3564	Blowers & exhaust & ventilation fans	9	3	48.5	2.6056	70
3573	Electronic computing equipment	12	7	585.8	1.1283	94
3599	Machinery, except electrical, n.e.c.	30	5	155.7	1.5420	36
3662	Radio & TV communication equipment	8	3	230.9	.6342	90
3731	Ship building & repairing	11	6	166.0	1.5662	92
3811	Engineering & scientific instruments	8	3	67.8	2.1280	81
4911	*Electric services*	*1*	*1*	*3,523.2*	*3.7456*	*100*
4922	*Natural-gas transmission*	*68*	*16*	*9,521.5*	*27.8318*	*69*
5051	*Metals service centers & sales offices*	*47*	*12*	*2,188.1*	*4.7186*	*59*
5081	*Commercial-equipment wholesalers*	*21*	*4*	*211.9*	*1.2624*	*47*
5084	*Industrial-machinery distributors*	*86*	*11*	*1,654.6*	*5.0933*	*51*
5085	*Industrial-supply distributors*	*68*	*3*	*799.9*	*2.6974*	*25*
6025	*National banks, federal reserve system*	*33*	*10*	*2,065.2*	*1.7071*	*91*
7011	*Hotels, motels, & tourist courts*	*119*	*41*	*498.6*	*1.6550*	*73*
7372	*Computer programming & software*	*21*	*3*	*89.6*	*.7474*	*46*
7374	*Data-processing services*	*16*	*2*	*107.8*	*1.0670*	*76*
8062	*General medical & surgical hospitals*	*49*	*46*	*2,032.3*	*1.2918*	*100*
8221	*Colleges & universities n.e.c.*	*6*	*6*	*160.3*	*.7089*	*100*
Harrison	**All mfg.**	**40**	**14**	**380.1**	**.0186**	**67**
3483	Ammunition, except small-arms, n.e.c.	2	2	58.0	4.4479	100
Hays	**All mfg.**	**18**	**6**	**177.1**	**.0086**	**57**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*69.0*	*.3051*	*100*
Henderson	**All mfg.**	**13**	**4**	**61.6**	**.0030**	**54**
Hidalgo	**All mfg.**	**60**	**24**	**749.5**	**.0366**	**79**
2033	Canned fruits & vegetables	6	6	116.1	1.1565	100
2327	Men's & boys' separate trousers	2	2	46.1	2.0288	100
8062	*General medical & surgical hospitals*	*5*	*4*	*86.3*	*.0549*	*96*
Hill	**All mfg.**	**10**	**4**	**87.3**	**.0043**	**79**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 **S&MM** Est.

County SIC	Industry	Establishments Total	 Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Hockley	**All mfg.**	**4**		**25.9**	**.0013**	**0**
Hood	**All mfg.**	**2**		**24.0**	**.0012**	**0**
Hopkins	**All mfg.**	**16**	**6**	**299.9**	**.0146**	**70**
Houston	**All mfg.**	**17**	**9**	**199.7**	**.0098**	**83**
Howard	**All mfg.**	**19**	**5**	**787.6**	**.0385**	**90**
8062	*General medical & surgical hospitals*	*5*	*4*	*75.8*	*.0482*	*97*
Hunt	**All mfg.**	**33**	**16**	**653.8**	**.0319**	**89**
3721	Aircraft	2	2	298.1	1.0339	100
Hutchinson	**All mfg.**	**13**	**4**	**1,941.9**	**.0948**	**98**
Jack	**All mfg.**	**4**		**9.4**	**.0005**	**0**
Jasper	**All mfg.**	**7**	**3**	**64.0**	**.0031**	**81**
Jefferson	**All mfg.**	**90**	**40**	**18,175.5**	**.8875**	**98**
2869	Industrial organic chemicals n.e.c.	9	6	1,372.3	3.6041	97
2911	Petroleum refining	6	6	15,580.0	9.0322	100
3731	Ship building & repairing	1	1	62.4	.5887	100
8062	*General medical & surgical hospitals*	*5*	*5*	*205.6*	*.1307*	*100*
Jim Wells	**All mfg.**	**7**	**1**	**40.0**	**.0020**	**21**
Johnson	**All mfg.**	**35**	**14**	**237.4**	**.0116**	**77**
Jones	**All mfg.**	**4**	**2**	**32.5**	**.0016**	**49**
Karnes	**All mfg.**	**6**	**3**	**87.0**	**.0042**	**90**
Kaufman	**All mfg.**	**24**	**10**	**165.2**	**.0081**	**60**
8062	*General medical & surgical hospitals*	*4*	*3*	*85.6*	*.0544*	*98*
Kendall	**All mfg.**	**1**		**5.9**	**.0003**	**0**
Kerr	**All mfg.**	**10**	**5**	**88.1**	**.0043**	**82**
8062	*General medical & surgical hospitals*	*3*	*2*	*58.8*	*.0374*	*98*
Kimble	**All mfg.**	**2**	**1**	**11.9**	**.0006**	**72**
Kleberg	**All mfg.**	**8**	**5**	**1,601.0**	**.0782**	**99**
Lamar	**All mfg.**	**22**	**11**	**382.5**	**.0187**	**88**
Lamb	**All mfg.**	**2**	**1**	**32.6**	**.0016**	**89**
Lampasas	**All mfg.**	**5**	**1**	**23.7**	**.0012**	**52**
Lavaca	**All mfg.**	**17**	**7**	**123.3**	**.0060**	**47**
Leon	**All mfg.**	**1**		**15.0**	**.0007**	**0**
Liberty	**All mfg.**	**11**	**5**	**234.7**	**.0115**	**84**
Limestone	**All mfg.**	**9**	**5**	**95.4**	**.0047**	**86**
Live Oak	**All mfg.**	**3**	**1**	**170.6**	**.0083**	**11**
Llano	**All mfg.**	**1**		**.7**	**.0000**	**0**
Lubbock	**All mfg.**	**83**	**23**	**1,311.6**	**.0640**	**73**
3574	Calculating & accounting machines	1	1	255.9	16.9134	100
3674	Semiconductors & related devices	1	1	97.8	.6032	100
8062	*General medical & surgical hospitals*	*6*	*5*	*181.3*	*.1152*	*98*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*53.1*	*.2348*	*96*
McCulloch	**All mfg.**	**6**	**1**	**40.9**	**.0020**	**87**
McLennan	**All mfg.**	**130**	**46**	**1,539.7**	**.0752**	**79**
3011	Tires & inner tubes	1	1	118.7	1.3322	100
8062	*General medical & surgical hospitals*	*4*	*3*	*142.6*	*.0906*	*97*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*51.9*	*.2295*	*100*
McMullen	**All mfg.**	**1**		**8.1**	**.0004**	**0**
Madison	**All mfg.**	**1**	**1**	**20.0**	**.0010**	**100**
Marion	**All mfg.**	**2**		**11.1**	**.0005**	**0**
Martin	**All mfg.**	**1**		**4.4**	**.0002**	**0**
Matagorda	**All mfg.**	**7**	**5**	**193.0**	**.0094**	**97**
Maverick	**All mfg.**	**7**	**4**	**120.4**	**.0059**	**84**
2328	Men's & boys' work clothing	3	3	62.1	1.2770	100
Medina	**All mfg.**	**4**	**2**	**61.0**	**.0030**	**84**
Midland	**All mfg.**	**29**	**7**	**326.4**	**.0159**	**65**
1311	*Crude petroleum & natural gas*	*129*	*3*	*2,255.4*	*5.2528*	*13*
1381	*Oil- & gas-well drilling services*	*26*	*4*	*272.2*	*4.2998*	*55*
1382	*Oil- & gas-field exploration services*	*41*	*1*	*53.3*	*3.3209*	*25*
3674	Semiconductors & related devices	1	1	97.8	.6032	100
Milam	**All mfg.**	**7**	**3**	**362.4**	**.0177**	**97**
3334	Primary aluminum	1	1	334.6	5.1362	100
Mills	**All mfg.**	**2**		**4.5**	**.0002**	**0**
Montague	**All mfg.**	**14**	**6**	**59.3**	**.0029**	**73**
Montgomery	**All mfg.**	**25**	**5**	**218.0**	**.0106**	**42**
Moore	**All mfg.**	**10**	**3**	**2,156.1**	**.1053**	**96**
Morris	**All mfg.**	**10**	**3**	**768.5**	**.0375**	**96**
3312	Blast furnaces & steel mills	1	1	704.5	2.2899	100
Nacogdoches	**All mfg.**	**21**	**9**	**305.1**	**.0149**	**81**
Navarro	**All mfg.**	**28**	**12**	**353.3**	**.0173**	**78**
Newton	**All mfg.**	**3**	**1**	**270.7**	**.0132**	**94**
Nolan	**All mfg.**	**12**	**7**	**144.1**	**.0070**	**87**
Nueces	**All mfg.**	**74**	**22**	**4,817.5**	**.2352**	**93**
2911	Petroleum refining	5	4	3,849.8	2.2318	98
4911	*Electric services*	*2*	*1*	*396.1*	*.4211*	*98*
8062	*General medical & surgical hospitals*	*8*	*7*	*225.7*	*.1435*	*98*
Ochiltree	**All mfg.**	**3**	**1**	**53.4**	**.0026**	**63**
Orange	**All mfg.**	**25**	**11**	**1,282.4**	**.0626**	**91**
2821	Plastics materials & synthetic resins	4	2	687.2	3.4813	97
2822	Synthetic rubber	3	2	168.7	5.3457	96
3731	Ship building & repairing	1	1	137.7	1.2992	100
Palo Pinto	**All mfg.**	**20**	**8**	**134.5**	**.0066**	**73**
Panola	**All mfg.**	**6**	**4**	**63.7**	**.0031**	**90**
Parker	**All mfg.**	**13**	**2**	**63.0**	**.0031**	**36**
Parmer	**All mfg.**	**2**	**1**	**612.2**	**.0299**	**99**
2011	Meat-packing plants	1	1	608.4	1.2138	100

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Pecos	All mfg.	1		5.2	.0003	0
Polk	All mfg.	2	1	15.7	.0008	57
Potter	All mfg.	66	19	2,034.8	.0994	88
2011	Meat-packing plants	4	2	1,298.4	2.5903	96
3483	Ammunition, except small-arms, n.e.c.	1	1	43.5	3.3359	100
4911	*Electric services*	*1*	*1*	*648.1*	*.6890*	*100*
8062	*General medical & surgical hospitals*	*5*	*5*	*159.5*	*.1014*	*100*
Rains	All mfg.	4		14.1	.0007	0
Randall	All mfg.	7	1	64.8	.0041	55
Red River	All mfg.	12	6	90.6	.0044	76
Reeves	All mfg.	1	1	29.0	.0014	100
Robertson	All mfg.	6	1	89.1	.0044	14
Rockwall	All mfg.	7	1	69.2	.0034	48
Runnels	All mfg.	10	3	137.2	.0067	46
Rusk	All mfg.	18	3	150.5	.0073	22
Sabine	All mfg.	1	1	39.2	.0019	100
San Patricio	All mfg.	18	6	386.2	.0189	52
San Saba	All mfg.	2	1	9.0	.0004	54
Scurry	All mfg.	6	1	29.3	.0014	15
Shackelford	All mfg.	3		11.4	.0006	0
Shelby	All mfg.	7	4	186.4	.0091	91
Sherman	All mfg.	2		6.6	.0003	9
Smith	All mfg.	56	19	1,916.9	.0936	91
3011	Tires & inner tubes	2	2	397.7	4.4636	100
3321	Gray-iron foundries	1	1	202.0	2.2489	100
3585	Refrigeration & heating equipment	2	2	405.8	3.0667	100
8062	*General medical & surgical hospitals*	*3*	*2*	*73.6*	*.0468*	*97*
Stephens	All mfg.	7	3	67.8	.0033	77
Swisher	All mfg.	4	1	27.1	.0013	29
Tarrant	All mfg.	604	190	9,026.6	.4408	77
1311	*Crude petroleum & natural gas*	*33*	*2*	*826.0*	*1.9238*	*50*
2086	Bottled & canned soft drinks	5	2	170.7	.9586	92
2451	Mobile homes	6	4	117.8	1.9973	84
2711	Newspapers	6	3	194.5	.7486	93
3069	Fabricated rubber products n.e.c.	8	2	61.4	1.0390	78
3079	Miscellaneous plastics products	32	12	211.9	.6971	63
3411	Metal cans	4	3	173.7	1.8895	99
3441	Fabricated structural metal	15	7	92.5	.9559	70
3444	Sheet-metal work	19	5	78.9	1.1709	53
3483	Ammunition, except small-arms, n.e.c.	1	1	49.3	3.7807	100
3573	Electronic computing equipment	7	5	356.9	.6874	97
3585	Refrigeration & heating equipment	19	6	390.3	2.9495	76
3661	Telephone & telegraph apparatus	3	3	146.9	.8884	100
3662	Radio & TV communication equipment	6	2	406.2	1.1157	96
3679	Electronic components n.e.c.	8	3	83.9	.5063	80
3711	Motor vehicles & passenger-car bodies	2	1	1,234.1	1.4526	99
3721	Aircraft	3	2	623.2	2.1614	98
3728	Aircraft equipment n.e.c.	6	4	113.7	1.2078	93
3829	Measuring & controlling devices n.e.c.	6	4	73.8	3.6996	95
4011	*Line-haul-operating railroads*	*3*	*3*	*82.8*	*.3806*	*100*
4911	*Electric services*	*5*	*2*	*476.0*	*.5060*	*64*
6025	*National banks, federal reserve system*	*17*	*3*	*528.6*	*.4369*	*79*
7011	*Hotels, motels, & tourist courts*	*44*	*7*	*95.0*	*.3153*	*50*
8062	*General medical & surgical hospitals*	*23*	*19*	*566.5*	*.3601*	*98*
Taylor	All mfg.	56	14	946.2	.0462	60
8062	*General medical & surgical hospitals*	*3*	*3*	*71.4*	*.0454*	*100*
Terry	All mfg.	3	1	11.0	.0005	20
Throckmorton	All mfg.	1		3.[illegible]	.0002	0
Titus	All mfg.	10	6	100.0	.0049	79
Tom Green	All mfg.	31	14	665.0	.0325	89
3842	Surgical appliances & supplies	1	1	173.9	3.0846	100
Travis	All mfg.	161	40	2,756.1	.1346	82
3573	Electronic computing equipment	6	3	453.1	.8727	95
3579	Office machines n.e.c.	1	1	94[illegible].8	15.8492	100
3662	Radio & TV communication equipment	6	3	199.3	.5474	87
6025	*National banks, federal reserve system*	*12*	*3*	*289.0*	*.2389*	*68*
7011	*Hotels, motels, & tourist courts*	*33*	*6*	*87.7*	*.2911*	*54*
8062	*General medical & surgical hospitals*	*7*	*7*	*214.4*	*.1363*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*753.3*	*3.3313*	*99*
Trinity	All mfg.	4		144.1	.0070	0
Tyler	All mfg.	7	1	54.5	.0027	17
Upshur	All mfg.	3	2	32.9	.0016	62
Uvalde	All mfg.	6	3	29.2	.0014	69
Val Verde	All mfg.	6	2	97.8	.0048	87
Van Zandt	All mfg.	7	3	72.8	.0036	64
Victoria	All mfg.	16	8	364.1	.0178	92
2821	Plastics materials & synthetic resins	1	1	210.5	1.0664	100
3079	Miscellaneous plastics products	1	1	53.9	.1773	100
Walker	All mfg.	12	3	410.1	.0200	84
Waller	All mfg.	4	1	44.1	.0022	44
Ward	All mfg.	2		9.1	.0004	0
Washington	All mfg.	19	5	138.9	.0068	49
Webb	All mfg.	24	6	228.3	.0111	58
Wharton	All mfg.	7	5	62.8	.0031	89
Wichita	All mfg.	67	29	1,008.8	.0493	81
1311	*Crude petroleum & natural gas*	*71*		*1,007.1*	*2.3455*	*0*

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3211	Flat glass	1	1	105.8	4.8659	100
8062	*General medical & surgical hospitals*	*5*	*4*	*148.2*	*.0942*	*99*
Wilbarger	All mfg.	5	4	130.3	.0064	98
Willacy	All mfg.	4	2	23.8	.0012	66
Williamson	All mfg.	35	11	275.3	.0134	68
Wilson	All mfg.	3	1	15.4	.0008	33
Winkler	All mfg.	1		1.5	.0001	0
Wise	All mfg.	12	1	34.8	.0017	23
Wood	All mfg.	11	3	144.2	.0070	26
Yoakum	All mfg.	2		11.6	.0006	0
Young	All mfg.	8	3	67.4	.0033	60
Zavala	All mfg.	2	1	79.4	.0039	81
2033	Canned fruits & vegetables	1	1	64.7	.6445	100
STATE TOTAL	All mfg.	6,655	2,243	151,168.5	7.3815	85

UTAH

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Box Elder	All mfg.	13	7	581.3	.0284	96
3489	Ordnance & accessories n.e.c.	1	1	198.3	13.2553	100
3764	Space-propulsion units & parts	1	1	212.6	12.8856	100
Cache	All mfg.	35	13	1,047.5	.0511	89
2022	Natural & processed cheese	5	4	302.9	2.9839	91
Carbon	All mfg.	5	1	15.2	.0007	50
1211	*Bituminous-coal & lignite mining*	*8*	*4*	*93.9*	*.5648*	*81*
Davis	All mfg.	45	16	1,520.7	.0743	88
3764	Space-propulsion units & parts	1	1	79.9	4.8427	100
Duchesne	All mfg.	1		1.8	.0001	0
Emery	All mfg.	1		4.2	.0002	0
Garfield	All mfg.	1	1	19.4	.0009	100
Grand	All mfg.	1	1	13.2	.0006	100
Iron	All mfg.	6	3	39.9	.0019	42
Juab	All mfg.	4	1	13.4	.0007	71
Kane	All mfg.	1		1.0	.0000	0
Millard	All mfg.	5		41.4	.0020	0
Morgan	All mfg.	3	2	32.9	.0016	82
Piute	All mfg.	1		1.0	.0000	0
Salt Lake	All mfg.	382	101	6,292.0	.3072	80
1021	*Copper-ore mining*	*2*	*2*	*296.0*	*16.5215*	*100*
2331	Women's & misses' blouses	2	2	62.0	2.0002	100
2711	Newspapers	6	4	100.1	.3853	95
3331	Primary copper	1	1	861.7	20.4427	100
3441	Fabricated structural metal	19	2	96.0	.9920	38
3573	Electronic computing equipment	6	3	396.3	.7633	97
3662	Radio & TV communication equipment	7	4	160.7	.4414	93
3679	Electronic components n.e.c.	11	4	78.6	.4743	83
3764	Space-propulsion units & parts	1	1	364.1	22.0680	100
3841	Surgical & medical instruments	6	4	220.4	4.6634	98
4911	*Electric services*	*1*	*1*	*789.3*	*.8391*	*100*
5085	*Industrial-supply distributors*	*20*	*2*	*456.6*	*1.5397*	*63*
6025	*National banks, federal reserve system*	*3*	*3*	*512.4*	*.4235*	*100*
7011	*Hotels, motels, & tourist courts*	*33*	*10*	*280.8*	*.9320*	*87*
8062	*General medical & surgical hospitals*	*8*	*7*	*337.2*	*.2143*	*99*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*168.5*	*.7452*	*100*
San Juan	All mfg.	5	1	25.1	.0012	23
Sanpete	All mfg.	7	2	56.4	.0028	69
Sevier	All mfg.	4	1	33.2	.0016	60
Summit	All mfg.	3		11.0	.0005	0
Tooele	All mfg.	10		37.1	.0018	0
Uintah	All mfg.	1		1.9	.0001	0
Utah	All mfg.	81	29	1,109.2	.0542	77
3312	Blast furnaces & steel mills	1	1	440.3	1.4311	100
8062	*General medical & surgical hospitals*	*4*	*4*	*105.8*	*.0672*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*155.6*	*.6881*	*99*
Wasatch	All mfg.	3	1	22.4	.0011	68
Washington	All mfg.	7	3	68.8	.0034	80
Weber	All mfg.	67	27	833.6	.0407	69
3676	Electronic resistors	1	1	37.8	4.3047	100
8062	*General medical & surgical hospitals*	*3*	*3*	*87.4*	*.0556*	*100*
STATE TOTAL	All mfg.	692	210	11,823.7	.5773	80

VERMONT

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Addison	All mfg.	17	8	229.5	.0112	76
3728	Aircraft equipment n.e.c.	1	1	46.3	.4918	100
Bennington	All mfg.	40	18	312.7	.0153	77
Caledonia	All mfg.	22	7	181.0	.0088	63
Chittenden	All mfg.	64	25	1,515.5	.0740	88
3484	Small arms	1	1	209.7	18.6848	100
3674	Semiconductors & related devices	1	1	593.1	3.6578	100
8062	*General medical & surgical hospitals*	*2*	*2*	*103.4*	*.0657*	*100*
Essex	All mfg.	5	4	70.2	.0034	96
Franklin	All mfg.	28	8	297.7	.0145	64
Grand Isle	All mfg.	2	1	7.6	.0004	89

1985 S&MM Est.

VERMONT (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Lamoille	**All mfg.**	**14**	**2**	**44.6**	**.0022**	**37**
7011	*Hotels, motels, & tourist courts*	*11*	*3*	*35.5*	*.1178*	*72*
Orange	**All mfg.**	**15**	**6**	**121.5**	**.0059**	**56**
Orleans	**All mfg.**	**17**	**4**	**149.7**	**.0073**	**44**
Rutland	**All mfg.**	**41**	**14**	**603.3**	**.0295**	**83**
3281	Cut stone & stone products	4	3	25.0	6.4004	95
3724	Aircraft engines & engine parts	2	1	254.7	2.1593	98
Washington	**All mfg.**	**51**	**9**	**179.2**	**.0088**	**53**
3281	Cut stone & stone products	23	4	26.8	6.8612	53
8062	*General medical & surgical hospitals*	*2*	*2*	*54.4*	*.0346*	*100*
Windham	**All mfg.**	**35**	**17**	**400.7**	**.0196**	**87**
Windsor	**All mfg.**	**41**	**13**	**264.8**	**.0129**	**69**
3541	Metal-cutting machine tools	4	4	93.8	2.0850	100
STATE TOTAL	**All mfg.**	**392**	**136**	**4,378.0**	**.2138**	**78**

VIRGINIA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Accomack	**All mfg.**	**21**	**9**	**367.7**	**.0180**	**84**
2016	Poultry-dressing plants	2	2	196.5	2.1239	100
Albemarle	**All mfg.**	**13**	**6**	**236.7**	**.0116**	**91**
2522	Metal office furniture	1	1	143.0	4.0374	100
Alexandria city	**All mfg.**	**41**	**9**	**427.7**	**.0209**	**74**
2731	Book publishing	1	1	125.1	1.3732	100
8062	*General medical & surgical hospitals*	*3*	*3*	*83.8*	*.0533*	*100*
Alleghany	**All mfg.**	**1**	**1**	**7.2**	**.0004**	**100**
Amelia	**All mfg.**	**6**	**1**	**22.4**	**.0011**	**33**
Amherst	**All mfg.**	**10**	**3**	**73.4**	**.0036**	**72**
Appomattox	**All mfg.**	**6**	**3**	**62.2**	**.0030**	**80**
Arlington	**All mfg.**	**34**	**8**	**272.9**	**.0133**	**61**
7011	*Hotels, motels, & tourist courts*	*16*	*4*	*61.5*	*.2041*	*38*
7372	*Computer programming & software*	*7*	*4*	*172.5*	*1.4390*	*91*
8062	*General medical & surgical hospitals*	*3*	*3*	*102.6*	*.0652*	*100*
Augusta	**All mfg.**	**23**	**8**	**247.6**	**.0121**	**63**
Bath	**All mfg.**	**2**		**5.3**	**.0003**	**0**
Bedford	**All mfg.**	**6**	**1**	**97.0**	**.0047**	**64**
Bedford city	**All mfg.**	**16**	**6**	**191.9**	**.0094**	**71**
Bland	**All mfg.**	**2**	**2**	**19.2**	**.0009**	**100**
Botetourt	**All mfg.**	**11**	**5**	**100.5**	**.0049**	**84**
Bristol city	**All mfg.**	**41**	**26**	**683.8**	**.0334**	**94**
Brunswick	**All mfg.**	**14**	**4**	**96.8**	**.0047**	**38**
Buchanan	**All mfg.**	**4**		**14.9**	**.0007**	**0**
1211	*Bituminous-coal & lignite mining*	*37*	*8*	*574.4*	*3.4550*	*72*
Buckingham	**All mfg.**	**4**	**1**	**9.3**	**.0005**	**58**
Buena Vista city	**All mfg.**	**11**	**6**	**82.9**	**.0040**	**87**
Campbell	**All mfg.**	**17**	**12**	**450.6**	**.0220**	**97**
2492	Particleboard	1	1	90.2	14.3311	100
Caroline	**All mfg.**	**12**	**1**	**38.8**	**.0019**	**6**
Carroll	**All mfg.**	**10**	**4**	**74.8**	**.0037**	**85**
Charlotte	**All mfg.**	**11**	**5**	**109.5**	**.0053**	**85**
Charlottesville city	**All mfg.**	**30**	**16**	**1,287.9**	**.0629**	**97**
2038	Frozen food specialties	2	2	105.9	2.2748	100
3622	Industrial controls	1	1	718.1	13.5636	100
8062	*General medical & surgical hospitals*	*2*	*2*	*127.3*	*.0809*	*100*
Chesapeake city	**All mfg.**	**38**	**10**	**357.2**	**.0174**	**61**
Chesterfield	**All mfg.**	**18**	**8**	**469.7**	**.0229**	**90**
Clarke	**All mfg.**	**3**	**3**	**62.3**	**.0030**	**100**
Clifton Forge city	**All mfg.**	**1**		**7.0**	**.0003**	**0**
Colonial Heights city	**All mfg.**	**8**	**2**	**64.3**	**.0031**	**55**
Covington city	**All mfg.**	**8**	**5**	**460.0**	**.0225**	**97**
2631	Paperboard mills	1	1	255.6	2.3369	100
2819	Industrial inorganic chemicals n.e.c.	2	1	169.3	1.3250	93
Craig	**All mfg.**	**1**	**1**	**7.0**	**.0003**	**100**
Culpeper	**All mfg.**	**14**	**6**	**119.5**	**.0058**	**58**
Danville city	**All mfg.**	**33**	**18**	**864.9**	**.0422**	**91**
2211	Cotton-weaving mills	1	1	155.1	2.9068	100
3011	Tires & inner tubes	1	1	235.4	2.6465	100
3524	Lawn & garden equipment	1	1	53.7	3.8809	100
8062	*General medical & surgical hospitals*	*1*	*1*	*54.0*	*.0343*	*100*
Dickenson	**All mfg.**	**2**	**1**	**15.8**	**.0008**	**80**
1211	*Bituminous-coal & lignite mining*	*12*	*2*	*117.7*	*.7080*	*51*
Dinwiddie	**All mfg.**	**23**	**8**	**595.3**	**.0291**	**85**
2111	Cigarettes	2	2	424.4	3.1403	100
8062	*General medical & surgical hospitals*	*2*	*2*	*116.4*	*.0740*	*100*
Emporia city	**All mfg.**	**16**	**8**	**122.6**	**.0060**	**80**
Essex	**All mfg.**	**7**	**2**	**52.6**	**.0026**	**48**
Fairfax	**All mfg.**	**92**	**33**	**1,016.8**	**.0496**	**79**
3573	Electronic computing equipment	7	5	166.2	.3201	95
3662	Radio & TV communication equipment	10	7	316.5	.8693	97
7372	*Computer programming & software*	*22*	*11*	*488.7*	*4.0767*	*92*
Fairfax city	**All mfg.**	**13**	**4**	**148.5**	**.0073**	**71**
1629	*Heavy construction n.e.c.*	*1*	*1*	*40.5*	*.1801*	*100*
Falls Church city	**All mfg.**	**13**	**4**	**187.0**	**.0091**	**69**
6025	*National banks, federal reserve system*	*1*	*1*	*202.5*	*.1674*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*76.0*	*.0483*	*100*
Fauquier	**All mfg.**	**12**	**2**	**73.9**	**.0036**	**37**
Floyd	**All mfg.**	**5**	**3**	**42.6**	**.0021**	**91**
Fluvanna	**All mfg.**	**3**	**1**	**35.9**	**.0018**	**81**
Franklin	**All mfg.**	**24**	**15**	**331.4**	**.0162**	**85**
Franklin city	**All mfg.**	**15**	**7**	**517.8**	**.0253**	**94**
2492	Particleboard	1	1	33.3	5.2908	100
2621	Paper mills, except building paper	1	1	181.1	.8900	100
Frederick	**All mfg.**	**7**	**1**	**49.3**	**.0024**	**9**
Fredericksburg city	**All mfg.**	**24**	**6**	**137.6**	**.0067**	**57**
Galax city	**All mfg.**	**19**	**11**	**297.6**	**.0145**	**81**
2254	Knit-underwear mills	1	1	64.3	6.6398	100
2511	Wood household furniture	3	3	87.8	1.3874	100
Giles	**All mfg.**	**7**	**4**	**226.8**	**.0111**	**94**
2823	Cellulosic man-made fibers	1	1	196.1	12.2371	100
Gloucester	**All mfg.**	**13**		**35.7**	**.0017**	**0**
Goochland	**All mfg.**	**2**		**5.9**	**.0003**	**0**
Grayson	**All mfg.**	**11**	**5**	**129.4**	**.0063**	**82**
Halifax	**All mfg.**	**3**	**3**	**22.0**	**.0011**	**100**
Hampton city	**All mfg.**	**42**	**8**	**465.4**	**.0227**	**62**
8062	*General medical & surgical hospitals*	*3*	*3*	*127.3*	*.0809*	*100*
Hanover	**All mfg.**	**34**	**3**	**170.9**	**.0083**	**43**
Harrisonburg city	**All mfg.**	**41**	**18**	**425.2**	**.0208**	**74**
8062	*General medical & surgical hospitals*	*1*	*1*	*49.4*	*.0314*	*100*
Henrico	**All mfg.**	**9**	**3**	**176.3**	**.0086**	**87**
2052	Cookies & crackers	1	1	80.4	1.8736	100
Henry	**All mfg.**	**16**	**11**	**466.5**	**.0228**	**96**
2211	Cotton-weaving mills	1	1	60.1	1.1264	100
2511	Wood household furniture	4	3	307.8	4.8639	99
Highland	**All mfg.**	**1**		**2.9**	**.0001**	**0**
Hopewell city	**All mfg.**	**14**	**7**	**1,442.0**	**.0704**	**98**
2821	Plastics materials & synthetic resins	2	2	263.6	1.3354	100
2824	Noncellulosic synthetic organic fibers	2	2	345.2	3.5817	100
2869	Industrial organic chemicals n.e.c.	2	2	643.4	1.6898	100
Isle of Wight	**All mfg.**	**6**	**3**	**551.7**	**.0269**	**96**
2011	Meat-packing plants	2	2	522.7	1.0428	100
James City	**All mfg.**	**6**	**3**	**57.9**	**.0028**	**79**
King and Queen	**All mfg.**	**3**	**1**	**20.7**	**.0010**	**62**
King George	**All mfg.**	**5**	**2**	**105.4**	**.0051**	**89**
King William	**All mfg.**	**4**	**1**	**125.2**	**.0061**	**79**
Lancaster	**All mfg.**	**15**		**70.5**	**.0034**	**0**
Lee	**All mfg.**	**4**	**2**	**26.0**	**.0013**	**79**
Lexington city	**All mfg.**	**4**	**1**	**26.1**	**.0013**	**52**
Loudoun	**All mfg.**	**21**	**6**	**168.4**	**.0082**	**51**
Louisa	**All mfg.**	**8**	**4**	**55.2**	**.0027**	**85**
Lunenburg	**All mfg.**	**16**	**9**	**97.9**	**.0048**	**70**
Lynchburg city	**All mfg.**	**82**	**34**	**1,294.4**	**.0632**	**82**
2819	Industrial inorganic chemicals n.e.c.	1	1	53.4	.4179	100
3662	Radio & TV communication equipment	1	1	374.8	1.0295	100
Madison	**All mfg.**	**5**	**1**	**26.9**	**.0013**	**56**
Martinsville city	**All mfg.**	**36**	**24**	**1,234.5**	**.0603**	**97**
2253	Knit-outerwear mills	3	3	216.3	6.9660	100
2321	Men's & boys' shirts & nightwear	1	1	54.1	1.3372	100
2511	Wood household furniture	5	5	132.9	2.1001	100
2824	Noncellulosic synthetic organic fibers	1	1	628.2	6.5181	100
Mathews	**All mfg.**	**1**	**1**	**9.0**	**.0004**	**100**
Mecklenburg	**All mfg.**	**24**	**15**	**307.9**	**.0150**	**90**
Middlesex	**All mfg.**	**7**		**24.0**	**.0012**	**0**
Montgomery	**All mfg.**	**20**	**9**	**188.2**	**.0092**	**73**
Nelson	**All mfg.**	**4**	**1**	**11.7**	**.0006**	**39**
New Kent	**All mfg.**	**5**		**18.9**	**.0009**	**0**
Newport News city	**All mfg.**	**40**	**21**	**2,709.5**	**.1323**	**97**
3731	Ship building & repairing	1	1	2,184.3	20.6087	100
8062	*General medical & surgical hospitals*	*4*	*4*	*109.9*	*.0699*	*100*
Norfolk city	**All mfg.**	**98**	**28**	**1,282.0**	**.0626**	**78**
3711	Motor vehicles & passenger-car bodies	1	1	484.9	.5707	100
3731	Ship building & repairing	8	5	87.2	.8227	88
4011	*Line-haul-operating railroads*	*2*	*1*	*155.2*	*.7134*	*97*
6025	*National banks, federal reserve system*	*3*	*2*	*471.1*	*.3894*	*99*
8062	*General medical & surgical hospitals*	*6*	*6*	*300.4*	*.1909*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*76.4*	*.3379*	*100*
Northampton	**All mfg.**	**13**	**8**	**142.4**	**.0070**	**90**
Northumberland	**All mfg.**	**8**	**2**	**95.1**	**.0046**	**76**
Norton city	**All mfg.**	**5**	**1**	**47.1**	**.0023**	**62**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Nottoway	**All mfg.**	**13**	**6**	**75.9**	**.0037**	**65**
Orange	**All mfg.**	**18**	**7**	**167.8**	**.0082**	**75**
Page	**All mfg.**	**12**	**7**	**224.5**	**.0110**	**90**
2328	Men's & boys' work clothing	2	2	100.4	2.0645	100
Patrick	**All mfg.**	**9**	**5**	**67.1**	**.0033**	**80**
Petersburg city	**All mfg.**	**19**	**5**	**126.7**	**.0062**	**63**
Pittsylvania	**All mfg.**	**13**	**5**	**112.3**	**.0035**	**73**
Poquoson city	**All mfg.**	**1**		**3.5**	**.0002**	**0**
Portsmouth city	**All mfg.**	**36**	**13**	**945.5**	**.0462**	**85**
3651	Radio & TV receiving sets	1	1	400.2	5.5081	100
8062	*General medical & surgical hospitals*	*3*	*3*	*214.0*	*.1360*	*100*
Powhatan	**All mfg.**	**5**		**16.2**	**.0008**	**0**
Prince Edward	**All mfg.**	**9**	**4**	**47.7**	**.0023**	**77**
Prince George	**All mfg.**	**3**		**7.6**	**.0004**	**0**
Prince William	**All mfg.**	**24**	**5**	**242.5**	**.0118**	**81**
3679	Electronic components n.e.c.	1	1	133.4	.8050	100
Pulaski	**All mfg.**	**20**	**15**	**391.1**	**.0191**	**94**
2511	Wood household furniture	3	3	105.8	1.6719	100
Radford city	**All mfg.**	**17**	**9**	**580.2**	**.0283**	**94**
2892	Explosives	2	1	173.7	20.1298	96
3661	Telephone & telegraph apparatus	1	1	261.6	1.5821	100
Rappahannock	**All mfg.**	**1**	**1**	**8.6**	**.0004**	**100**
Richmond	**All mfg.**	**5**	**1**	**35.8**	**.0017**	**69**
Richmond city	**All mfg.**	**271**	**89**	**8,945.4**	**.4368**	**90**
1211	*Bituminous-coal & lignite mining*	*1*	*1*	*114.4*	*.6881*	*100*
2111	Cigarettes	1	1	5,225.3	38.6635	100
2751	Letterpress commercial printing	12	4	45.7	.7654	81
2824	Noncellulosic synthetic organic fibers	2	1	469.3	4.8694	97
2834	Pharmaceutical preparations	2	2	179.9	.8252	100
3079	Miscellaneous plastics products	6	3	120.9	.3977	90
3443	Fabricated plate work (boiler shops)	4	4	112.6	1.1069	100
3679	Electronic components n.e.c.	1	1	105.7	.6379	100
3841	Surgical & medical instruments	1	1	53.5	1.1320	100
4011	*Line-haul-operating railroads*	*3*	*2*	*1,274.1*	*5.8564*	*100*
4931	*Electric & other services combined*	*1*	*1*	*1,578.9*	*5.1515*	*100*
6025	*National banks, federal reserve system*	*7*	*4*	*622.5*	*.5146*	*97*
7011	*Hotels, motels, & tourist courts*	*22*	*5*	*68.5*	*.2274*	*58*
8062	*General medical & surgical hospitals*	*13*	*12*	*635.5*	*.4039*	*100*
Roanoke	**All mfg.**	**5**	**2**	**81.9**	**.0040**	**79**
Roanoke city	**All mfg.**	**100**	**35**	**1,175.8**	**.0574**	**77**
2844	Toilet preparations	2	2	221.5	2.1739	100
4911	*Electric services*	*1*	*1*	*1,532.2*	*1.6289*	*100*
6025	*National banks, federal reserve system*	*5*	*3*	*281.2*	*.2324*	*94*
7011	*Hotels, motels, & tourist courts*	*9*	*2*	*165.3*	*.5487*	*90*
8062	*General medical & surgical hospitals*	*3*	*2*	*124.2*	*.0789*	*98*
Rockbridge	**All mfg.**	**6**	**4**	**94.1**	**.0046**	**93**
Rockingham	**All mfg.**	**22**	**12**	**312.0**	**.0152**	**92**
2016	Poultry-dressing plants	4	4	175.6	1.8980	100
Russell	**All mfg.**	**6**	**4**	**78.1**	**.0038**	**90**
1211	*Bituminous-coal & lignite mining*	*10*	*2*	*185.0*	*1.1128*	*72*
Salem city	**All mfg.**	**27**	**14**	**534.5**	**.0261**	**94**
3622	Industrial controls	1	1	192.5	3.6360	100
8062	*General medical & surgical hospitals*	*2*	*2*	*117.5*	*.0747*	*100*
Scott	**All mfg.**	**8**	**6**	**52.5**	**.0026**	**79**
Shenandoah	**All mfg.**	**30**	**11**	**329.7**	**.0161**	**74**
Smyth	**All mfg.**	**28**	**20**	**458.5**	**.0224**	**96**
8062	*General medical & surgical hospitals*	*2*	*2*	*61.9*	*.0393*	*100*
Southampton	**All mfg.**	**7**	**2**	**72.3**	**.0035**	**67**
South Boston city	**All mfg.**	**16**	**9**	**220.9**	**.0108**	**85**
Spotsylvania	**All mfg.**	**16**	**5**	**143.7**	**.0070**	**85**
Stafford	**All mfg.**	**2**		**6.8**	**.0003**	**0**
Staunton city	**All mfg.**	**12**	**1**	**69.4**	**.0034**	**41**
8062	*General medical & surgical hospitals*	*2*	*2*	*90.2*	*.0573*	*100*
Suffolk city	**All mfg.**	**44**	**8**	**611.7**	**.0299**	**71**
2065	Confectionery products	9	4	286.4	3.3811	88
3651	Radio & TV receiving sets	1	1	133.4	1.8360	100
Surry	**All mfg.**	**2**		**30.7**	**.0015**	**0**
Sussex	**All mfg.**	**8**	**3**	**50.4**	**.0025**	**58**
Tazewell	**All mfg.**	**21**	**5**	**131.9**	**.0064**	**59**
1211	*Bituminous-coal & lignite mining*	*14*	*2*	*197.2*	*1.1862*	*66*
Virginia Beach city	**All mfg.**	**33**	**9**	**266.6**	**.0130**	**68**
8062	*General medical & surgical hospitals*	*1*	*1*	*51.3*	*.0326*	*100*
Warren	**All mfg.**	**10**	**4**	**299.9**	**.0146**	**93**
2823	Cellulosic man-made fibers	1	1	202.9	12.6615	100
Washington	**All mfg.**	**22**	**8**	**188.1**	**.0092**	**74**
Waynesboro city	**All mfg.**	**19**	**8**	**887.5**	**.0433**	**97**
2824	Noncellulosic synthetic organic fibers	2	2	476.7	4.9461	100
3573	Electronic computing equipment	1	1	173.8	.3348	100
3613	Switchgear & switchboard apparatus	1	1	90.4	1.9173	100
Westmoreland	**All mfg.**	**15**	**3**	**102.1**	**.0050**	**55**
Williamsburg city	**All mfg.**	**8**	**3**	**345.2**	**.0169**	**94**
7011	*Hotels, motels, & tourist courts*	*28*	*6*	*61.7*	*.2048*	*57*
8062	*General medical & surgical hospitals*	*2*	*2*	*78.2*	*.0497*	*100*
Winchester city	**All mfg.**	**51**	**24**	**938.4**	**.0458**	**85**
8062	*General medical & surgical hospitals*	*1*	*1*	*63.0*	*.0400*	*100*
Wise	**All mfg.**	**7**	**2**	**200.8**	**.0098**	**92**
1211	*Bituminous-coal & lignite mining*	*24*	*7*	*283.5*	*1.7052*	*63*
3312	Blast furnaces & steel mills	1	1	176.1	.5724	100
Wythe	**All mfg.**	**16**	**8**	**102.8**	**.0050**	**84**
York	**All mfg.**	**6**	**2**	**401.9**	**.0196**	**98**
STATE TOTAL	**All mfg.**	**2,401**	**919**	**43,469.8**	**2.1226**	**86**

WASHINGTON

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Adams	**All mfg.**	**2**	**1**	**39.6**	**.0019**	**92**
Asotin	**All mfg.**	**2**		**8.7**	**.0004**	**0**
Benton	**All mfg.**	**22**	**11**	**398.8**	**.0195**	**76**
4912	*Nuclear power*	*3*	*2*	*629.5*	*2.2596*	*98*
Chelan	**All mfg.**	**31**	**11**	**479.7**	**.0234**	**80**
3334	Primary aluminum	2	1	239.1	3.6702	93
Clallam	**All mfg.**	**16**	**4**	**190.1**	**.0093**	**57**
Clark	**All mfg.**	**53**	**20**	**1,146.2**	**.0560**	**88**
2621	Paper mills, except building paper	2	2	429.1	2.1087	100
3334	Primary aluminum	1	1	231.7	3.5566	100
8062	*General medical & surgical hospitals*	*4*	*3*	*76.7*	*.0488*	*99*
Columbia	**All mfg.**	**1**	**1**	**10.6**	**.0005**	**100**
Cowlitz	**All mfg.**	**37**	**15**	**1,169.9**	**.0571**	**88**
2421	General sawmills & planing mills	3	1	187.7	1.4625	90
2631	Paperboard mills	1	1	223.0	2.0388	100
3334	Primary aluminum	1	1	171.9	2.6387	100
Douglas	**All mfg.**	**1**	**1**	**32.8**	**.0016**	**100**
Ferry	**All mfg.**	**2**		**16.0**	**.0008**	**0**
Franklin	**All mfg.**	**9**	**6**	**491.9**	**.0240**	**99**
2037	Frozen fruits & vegetables	2	2	148.6	2.6527	100
Grant	**All mfg.**	**10**	**4**	**193.3**	**.0094**	**89**
Grays Harbor	**All mfg.**	**40**	**17**	**1,190.3**	**.0581**	**91**
2411	Logging camps & contractors	6	2	558.0	9.4917	91
2611	Pulp mills	2	2	177.0	5.0125	100
Island	**All mfg.**	**3**	**2**	**18.0**	**.0009**	**81**
Jefferson	**All mfg.**	**3**	**2**	**54.7**	**.0027**	**97**
King	**All mfg.**	**694**	**186**	**13,429.0**	**.6557**	**85**
1629	*Heavy construction n.e.c.*	*24*	*2*	*136.7*	*.6078*	*35*
2051	Bread, cake, & related products	11	8	[illegible]	1.0310	94
2086	Bottled & canned soft drinks	7	3	190.7	1.0709	84
2091	Canned & cured seafoods	10	3	220.0	8.1715	74
2329	Men's & boys' clothing n.e.c.	9	5	30.4	2.0503	79
2711	Newspapers	10	5	233.7	.8995	96
2751	Letterpress commercial printing	20	3	35.9	.6012	46
3079	Miscellaneous plastics products	23	4	80.9	.2661	42
3273	Ready-mixed concrete	10	5	123.4	1.7553	81
3312	Blast furnaces & steel mills	2	2	181.9	.5912	100
3444	Sheet-metal work	16	3	59.9	.8889	48
3573	Electronic computing equipment	6	4	126.2	.2431	96
3599	Machinery, except electrical, n.e.c.	26	4	95.5	.9458	44
3661	Telephone & telegraph apparatus	4	4	145.8	.8817	100
3662	Radio & TV communication equipment	10	4	848.5	2.3306	96
3693	X-ray apparatus & tubes	5	3	168.3	4.2089	96
3713	Truck & bus bodies	5	1	92.2	3.2815	94
3721	Aircraft	3	3	5,093.8	17.6661	100
3728	Aircraft equipment n.e.c.	17	4	199.6	2.1203	78
3731	Ship building & repairing	8	3	469.9	4.4335	97
3732	Boat building & repairing	10	2	75.9	3.4333	77
3743	Railroad equipment	1	1	365.2	9.7631	100
3761	Guided missiles & space vehicles	2	2	849.4	6.3980	100
3769	Space-vehicle equipment n.e.c.	2	2	141.3	7.1897	100
4911	*Electric services*	*5*	*2*	*672.7*	*.7152*	*96*
5084	*Industrial-machinery distributors*	*26*	*1*	*290.9*	*.8953*	*19*
6025	*National banks, federal reserve system*	*8*	*4*	*1,947.6*	*1.6099*	*99*
7011	*Hotels, motels, & tourist courts*	*56*	*19*	*228.2*	*.7574*	*73*
7372	*Computer programming & software*	*18*	*4*	*91.6*	*.7641*	*60*
8062	*General medical & surgical hospitals*	*22*	*18*	*596.6*	*.3792*	*99*
8221	*Colleges & universities n.e.c.*	*8*	*3*	*95.5*	*.4223*	*95*
Kitsap	**All mfg.**	**13**	**3**	**77.1**	**.0038**	**62**
8062	*General medical & surgical hospitals*	*2*	*2*	*72.3*	*.0460*	*100*
Kittitas	**All mfg.**	**8**	**3**	**124.2**	**.0061**	**71**
Klickitat	**All mfg.**	**7**	**4**	**250.9**	**.0123**	**94**
Lewis	**All mfg.**	**39**	**12**	**548.2**	**.0268**	**78**
Lincoln	**All mfg.**	**2**	**1**	**8.9**	**.0004**	**79**
Mason	**All mfg.**	**9**	**3**	**112.1**	**.0055**	**72**
2661	Building-paper & building-board mills	1	1	72.5	7.7482	100
Okanogan	**All mfg.**	**9**	**2**	**96.5**	**.0047**	**57**
2421	General sawmills & planing mills	3	2	57.7	.4496	95
Pacific	**All mfg.**	**7**	**1**	**91.5**	**.0045**	**30**
Pend Oreille	**All mfg.**	**5**	**1**	**53.3**	**.0026**	**66**
Pierce	**All mfg.**	**164**	**50**	**2,022.1**	**.0987**	**67**
2431	Millwork	9	4	74.9	1.3807	77
2711	Newspapers	4	2	108.8	.4188	93
3731	Ship building & repairing	3	2	96.4	.9095	97
8062	*General medical & surgical hospitals*	*13*	*10*	*416.0*	*.2644*	*99*
San Juan	**All mfg.**	**1**		**1.4**	**.0001**	**0**
Skagit	**All mfg.**	**25**	**11**	**1,773.8**	**.0866**	**96**

1985 S&MM Est.

WASHINGTON (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Skamania	**All mfg.**	**4**	**3**	**63.6**	**.0031**	**86**
Snohomish	**All mfg.**	**120**	**34**	**2,323.3**	**.1134**	**84**
2037	Frozen fruits & vegetables	3	2	139.5	2.4902	97
2431	Millwork	5	1	69.8	1.2867	80
3721	Aircraft	2	1	1,057.7	3.6683	99
8062	*General medical & surgical hospitals*	*5*	*4*	*127.8*	*.0812*	*97*
Spokane	**All mfg.**	**129**	**35**	**2,078.6**	**.1015**	**81**
3353	Aluminum sheet, plate, & foil	1	1	632.5	10.8769	100
3573	Electronic computing equipment	2	2	251.1	.4837	100
3825	Electricity-measuring instruments	1	1	55.9	.8109	100
4011	*Line-haul-operating railroads*	*2*	*2*	*86.6*	*.3981*	*100*
4931	*Electric & other services combined*	*3*	*1*	*265.9*	*.8675*	*93*
7011	*Hotels, motels, & tourist courts*	*16*	*4*	*34.9*	*.1158*	*59*
8062	*General medical & surgical hospitals*	*11*	*8*	*301.5*	*.1916*	*98*
Stevens	**All mfg.**	**12**	**4**	**126.3**	**.0062**	**66**
Thurston	**All mfg.**	**27**	**11**	**300.5**	**.0147**	**74**
Wahkiakum	**All mfg.**	**1**	**1**	**51.1**	**.0025**	**100**
Walla Walla	**All mfg.**	**16**	**8**	**331.8**	**.0162**	**90**
8062	*General medical & surgical hospitals*	*4*	*4*	*60.7*	*.0386*	*100*
Whatcom	**All mfg.**	**47**	**18**	**2,351.2**	**.1148**	**89**
2431	Millwork	1	1	67.4	1.2425	100
2611	Pulp mills	1	1	156.9	4.4432	100
3334	Primary aluminum	1	1	275.1	4.2228	100
Whitman	**All mfg.**	**2**		**7.6**	**.0004**	**0**
Yakima	**All mfg.**	**75**	**14**	**678.0**	**.0331**	**48**
2033	Canned fruits & vegetables	9	4	132.8	1.3228	87
8062	*General medical & surgical hospitals*	*6*	*4*	*79.2*	*.0503*	*91*
STATE TOTAL	**All mfg.**	**1,648**	**500**	**32,341.6**	**1.5792**	**84**

WEST VIRGINIA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Barbour	**All mfg.**	**4**		**9.8**	**.0005**	**0**
Berkeley	**All mfg.**	**24**	**12**	**326.7**	**.0160**	**88**
8062	*General medical & surgical hospitals*	*3*	*3*	*92.6*	*.0589*	*100*
Boone	**All mfg.**	**1**		**5.4**	**.0003**	**0**
1211	*Bituminous-coal & lignite mining*	*10*	*5*	*172.6*	*1.0382*	*80*
Braxton	**All mfg.**	**4**	**1**	**15.2**	**.0007**	**47**
Brooke	**All mfg.**	**14**	**6**	**230.5**	**.0113**	**79**
Cabell	**All mfg.**	**49**	**17**	**921.1**	**.0450**	**81**
3356	Nonferrous rolling & drawing n.e.c.	1	1	332.1	9.1682	100
3532	Mining machinery	5	2	59.6	2.9043	88
8062	*General medical & surgical hospitals*	*7*	*6*	*153.1*	*.0973*	*99*
Calhoun	**All mfg.**	**2**	**1**	**7.3**	**.0004**	**86**
Clay	**All mfg.**	**1**		**2.4**	**.0001**	**0**
Doddridge	**All mfg.**	**1**		**4.1**	**.0002**	**0**
Fayette	**All mfg.**	**7**	**2**	**188.4**	**.0092**	**93**
1211	*Bituminous-coal & lignite mining*	*9*	*5*	*275.5*	*1.6571*	*93*
3313	Electrometallurgical products	1	1	168.9	21.2506	100
Gilmer	**All mfg.**	**2**	**1**	**32.9**	**.0016**	**92**
Grant	**All mfg.**	**6**	**1**	**33.8**	**.0017**	**17**
Greenbrier	**All mfg.**	**18**	**5**	**82.8**	**.0040**	**46**
Hampshire	**All mfg.**	**4**		**12.0**	**.0006**	**0**
Hancock	**All mfg.**	**25**	**9**	**1,631.6**	**.0797**	**96**
3262	Vitreous china food utensils	1	1	65.3	20.1109	100
3312	Blast furnaces & steel mills	1	1	1,199.4	3.8984	100
Hardy	**All mfg.**	**4**	**2**	**31.3**	**.0015**	**84**
Harrison	**All mfg.**	**27**	**9**	**318.8**	**.0156**	**72**
3229	Pressed & blown glass n.e.c.	2	2	54.1	1.4342	100
4923	*Gas transmission & distribution*	*2*	*2*	*895.8*	*3.8210*	*100*
Jackson	**All mfg.**	**3**	**1**	**638.3**	**.0312**	**99**
3353	Aluminum sheet, plate, & foil	1	1	632.5	10.8769	100
Jefferson	**All mfg.**	**9**	**4**	**115.5**	**.0056**	**80**
Kanawha	**All mfg.**	**79**	**22**	**3,044.3**	**.1487**	**91**
1211	*Bituminous-coal & lignite mining*	*18*	*7*	*330.4*	*1.9873*	*84*
2824	Noncellulosic synthetic organic fibers	1	1	224.2	2.3263	100
2869	Industrial organic chemicals n.e.c.	5	3	1,889.0	4.9611	97
4922	*Natural-gas transmission*	*2*	*1*	*1,039.0*	*3.0370*	*97*
6025	*National banks, federal reserve system*	*9*	*4*	*218.4*	*.1805*	*78*
8062	*General medical & surgical hospitals*	*7*	*5*	*227.2*	*.1444*	*97*
Lewis	**All mfg.**	**7**	**4**	**80.8**	**.0039**	**92**
Lincoln	**All mfg.**	**1**		**10.4**	**.0005**	**0**
Logan	**All mfg.**	**16**	**2**	**48.3**	**.0024**	**26**
1211	*Bituminous-coal & lignite mining*	*19*	*12*	*372.8*	*2.2424*	*84*
McDowell	**All mfg.**	**2**		**8.6**	**.0004**	**0**
1211	*Bituminous-coal & lignite mining*	*15*	*10*	*304.4*	*1.8310*	*93*
Marion	**All mfg.**	**30**	**7**	**300.3**	**.0147**	**74**
1211	*Bituminous-coal & lignite mining*	*8*	*6*	*241.5*	*1.4526*	*97*
3641	Electric lamps	1	1	87.9	3.4198	100
Marshall	**All mfg.**	**14**	**5**	**168.8**	**.0082**	**72**
1211	*Bituminous-coal & lignite mining*	*3*	*3*	*173.8*	*1.0454*	*100*
Mason	**All mfg.**	**9**	**4**	**170.9**	**.0083**	**86**
Mercer	**All mfg.**	**31**	**7**	**169.7**	**.0083**	**56**
8062	*General medical & surgical hospitals*	*3*	*3*	*73.9*	*.0470*	*100*
Mineral	**All mfg.**	**10**	**2**	**41.3**	**.0020**	**25**
Mingo	**All mfg.**	**6**		**21.7**	**.0011**	**0**
1211	*Bituminous-coal & lignite mining*	*12*	*4*	*101.6*	*.6111*	*58*
Monongalia	**All mfg.**	**23**	**10**	**262.7**	**.0128**	**87**
1211	*Bituminous-coal & lignite mining*	*8*	*5*	*227.2*	*1.3666*	*94*
8062	*General medical & surgical hospitals*	*2*	*2*	*90.7*	*.0577*	*100*
Monroe	**All mfg.**	**1**	**1**	**9.0**	**.0004**	**100**
Morgan	**All mfg.**	**4**	**2**	**26.4**	**.0013**	**64**
Nicholas	**All mfg.**	**12**	**4**	**108.5**	**.0053**	**66**
Ohio	**All mfg.**	**32**	**11**	**279.2**	**.0136**	**69**
8062	*General medical & surgical hospitals*	*1*	*1*	*74.9*	*.0476*	*100*
Pendleton	**All mfg.**	**3**	**1**	**19.9**	**.0010**	**71**
Pleasants	**All mfg.**	**3**	**3**	**490.4**	**.0239**	**100**
Pocahontas	**All mfg.**	**4**	**1**	**21.1**	**.0010**	**57**
Preston	**All mfg.**	**7**	**3**	**58.4**	**.0029**	**48**
Putnam	**All mfg.**	**8**	**2**	**45.7**	**.0022**	**65**
Raleigh	**All mfg.**	**27**	**3**	**113.9**	**.0056**	**34**
1211	*Bituminous-coal & lignite mining*	*21*	*13*	*309.2*	*1.8598*	*86*
8062	*General medical & surgical hospitals*	*6*	*6*	*134.2*	*.0853*	*100*
Randolph	**All mfg.**	**19**	**5**	**82.6**	**.0040**	**53**
Ritchie	**All mfg.**	**10**	**3**	**66.2**	**.0032**	**43**
Roane	**All mfg.**	**8**	**2**	**41.2**	**.0020**	**70**
Taylor	**All mfg.**	**8**	**5**	**73.9**	**.0036**	**94**
Tucker	**All mfg.**	**6**	**2**	**77.1**	**.0038**	**74**
Tyler	**All mfg.**	**2**	**1**	**144.0**	**.0070**	**98**
Upshur	**All mfg.**	**8**	**3**	**127.3**	**.0062**	**89**
Wayne	**All mfg.**	**14**	**5**	**213.9**	**.0104**	**83**
Webster	**All mfg.**	**1**		**2.4**	**.0001**	**0**
Wetzel	**All mfg.**	**9**	**5**	**746.3**	**.0364**	**99**
2821	Plastics materials & synthetic resins	1	1	596.4	3.0213	100
Wirt	**All mfg.**	**1**	**1**	**6.5**	**.0003**	**100**
Wood	**All mfg.**	**50**	**17**	**1,242.6**	**.0607**	**88**
2821	Plastics materials & synthetic resins	3	3	709.2	3.5927	100
3229	Pressed & blown glass n.e.c.	3	3	77.4	2.0519	100
3423	Hand & edge tools n.e.c.	1	1	122.9	3.9410	100
8062	*General medical & surgical hospitals*	*2*	*2*	*84.0*	*.0534*	*100*
Wyoming	**All mfg.**	**2**		**4.7**	**.0002**	**0**
1211	*Bituminous-coal & lignite mining*	*11*	*9*	*355.2*	*2.1365*	*97*
STATE TOTAL	**All mfg.**	**672**	**214**	**12,937.1**	**.6317**	**86**

WISCONSIN

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adams	**All mfg.**	**3**	**1**	**43.1**	**.0021**	**88**
Ashland	**All mfg.**	**10**	**5**	**71.5**	**.0035**	**77**
Barron	**All mfg.**	**29**	**12**	**380.8**	**.0186**	**77**
Bayfield	**All mfg.**	**2**	**1**	**17.2**	**.0008**	**73**
Brown	**All mfg.**	**127**	**45**	**3,564.0**	**.1740**	**88**
2621	Paper mills, except building paper	4	4	677.5	3.3294	100
2647	Sanitary paper products	7	5	1,000.2	10.4926	94
3554	Paper-industries machinery	5	2	91.7	6.7976	86
4931	*Electric & other services combined*	*1*	*1*	*405.6*	*1.3233*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*105.4*	*.0670*	*100*
Buffalo	**All mfg.**	**1**		**14.3**	**.0007**	**0**
Burnett	**All mfg.**	**8**	**1**	**32.1**	**.0016**	**21**
Calumet	**All mfg.**	**27**	**7**	**484.6**	**.0237**	**70**
3519	Internal-combustion engines n.e.c.	1	1	177.8	1.9073	100
Chippewa	**All mfg.**	**36**	**16**	**503.7**	**.0246**	**86**
8062	*General medical & surgical hospitals*	*6*	*5*	*80.0*	*.0509*	*97*
Clark	**All mfg.**	**21**	**3**	**284.7**	**.0139**	**51**
Columbia	**All mfg.**	**40**	**11**	**232.8**	**.0114**	**55**
Crawford	**All mfg.**	**10**	**3**	**172.5**	**.0084**	**84**
Dane	**All mfg.**	**155**	**57**	**3,635.9**	**.1775**	**89**
2011	Meat-packing plants	1	1	1,414.5	2.8219	100
2439	Structural wood members n.e.c.	4	2	46.9	5.1023	92
2591	Drapery hardware & blinds & shades	1	1	80.9	6.2260	100
3079	Miscellaneous plastics products	10	4	77.1	.2536	71
3692	Dry & wet primary batteries	1	1	90.8	8.1442	100
4931	*Electric & other services combined*	*2*	*2*	*649.5*	*2.1191*	*100*
7011	*Hotels, motels, & tourist courts*	*19*	*4*	*51.9*	*.1723*	*59*
8062	*General medical & surgical hospitals*	*6*	*6*	*340.1*	*.2162*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*78.5*	*.3472*	*100*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recept.	% In Large Estab.
Dodge	**All mfg.**	**49**	**19**	**563.7**	**.0275**	**80**
3524	Lawn & garden equipment	1	1	80.6	5.8250	100
Door	**All mfg.**	**13**	**7**	**163.2**	**.0080**	**90**
3731	Ship building & repairing	2	2	64.5	.6086	100
Douglas	**All mfg.**	**15**	**6**	**493.3**	**.0241**	**91**
Dunn	**All mfg.**	**9**	**2**	**57.6**	**.0028**	**55**
Eau Claire	**All mfg.**	**24**	**12**	**653.2**	**.0319**	**85**
3011	Tires & inner tubes	1	1	141.0	1.5825	100
Florence	**All mfg.**	**1**		**4.3**	**.0002**	**0**
Fond du Lac	**All mfg.**	**62**	**26**	**1,034.1**	**.0505**	**82**
3519	Internal-combustion engines n.e.c.	2	1	235.4	2.5251	96
3694	Engine electrical equipment	1	1	56.3	1.4334	100
8062	*General medical & surgical hospitals*	*4*	*4*	*54.4*	*.0346*	*100*
Forest	**All mfg.**	**2**	**2**	**12.8**	**.0006**	**100**
Grant	**All mfg.**	**11**	**4**	**130.7**	**.0064**	**66**
3612	Transformers	2	2	54.9	1.7312	100
Green	**All mfg.**	**23**	**9**	**327.5**	**.0160**	**61**
Green Lake	**All mfg.**	**25**	**6**	**118.3**	**.0058**	**60**
Iowa	**All mfg.**	**5**	**1**	**30.7**	**.0015**	**31**
Iron	**All mfg.**	**3**	**1**	**36.6**	**.0018**	**72**
Jackson	**All mfg.**	**5**	**1**	**51.3**	**.0025**	**36**
Jefferson	**All mfg.**	**72**	**26**	**1,055.0**	**.0515**	**78**
3079	Miscellaneous plastics products	7	2	45.1	.1484	69
Juneau	**All mfg.**	**16**	**4**	**156.5**	**.0076**	**53**
Kenosha	**All mfg.**	**52**	**17**	**2,554.6**	**.1247**	**95**
3711	Motor vehicles & passenger-car bodies	2	1	1,667.5	1.9627	99
8062	*General medical & surgical hospitals*	*2*	*2*	*72.0*	*.0458*	*100*
Kewaunee	**All mfg.**	**14**	**4**	**132.9**	**.0065**	**72**
La Crosse	**All mfg.**	**52**	**17**	**755.0**	**.0369**	**83**
3585	Refrigeration & heating equipment	1	1	204.3	1.5439	100
8062	*General medical & surgical hospitals*	*2*	*2*	*130.8*	*.0831*	*100*
Lafayette	**All mfg.**	**2**	**2**	**75.4**	**.0037**	**100**
Langlade	**All mfg.**	**16**	**5**	**124.0**	**.0061**	**58**
Lincoln	**All mfg.**	**20**	**10**	**347.8**	**.0170**	**84**
Manitowoc	**All mfg.**	**77**	**29**	**1,273.1**	**.0622**	**83**
3469	Metal stampings n.e.c.	4	1	76.5	1.0636	86
3585	Refrigeration & heating equipment	2	2	163.4	1.2348	100
3842	Surgical appliances & supplies	1	1	249.6	4.4273	100
4912	*Nuclear power*	*4*	*4*	*356.2*	*1.2786*	*100*
Marathon	**All mfg.**	**66**	**29**	**1,480.1**	**.0723**	**82**
2022	Natural & processed cheese	6	2	498.8	4.9137	77
2435	Hardwood veneer & plywood	1	1	61.0	3.2738	100
2621	Paper mills, except building paper	3	3	254.6	1.2512	100
3621	Motors & generators	1	1	74.2	1.2159	100
8062	*General medical & surgical hospitals*	*2*	*2*	*63.2*	*.0402*	*100*
Marinette	**All mfg.**	**31**	**18**	**809.0**	**.0395**	**94**
2621	Paper mills, except building paper	3	3	314.6	1.5460	100
Marquette	**All mfg.**	**2**	**1**	**16.8**	**.0008**	**70**
Menominee	**All mfg.**	**1**	**1**	**38.6**	**.0019**	**100**
Milwaukee	**All mfg.**	**779**	**284**	**13,097.6**	**.6395**	**86**
2011	Meat-packing plants	5	2	357.2	.7126	89
2082	Malt beverages	2	2	1,059.1	9.0516	100
2531	Public-building & related furniture	6	2	61.4	3.6988	83
2653	Corrugated & solid fiber boxes	8	6	109.3	.9787	94
2711	Newspapers	3	1	81.5	.3137	95
2752	Lithographic commercial printing	21	5	226.8	1.3376	62
3079	Miscellaneous plastics products	22	7	201.8	.6638	72
3111	Leather tanning & finishing	16	10	161.8	10.4098	88
3143	Men's nonathletic footwear	1	1	58.3	2.3769	100
3317	Steel pipe & tubes	1	1	30.5	.9738	100
3321	Gray-iron foundries	8	5	126.0	1.4028	94
3325	Steel foundries n.e.c.	11	9	180.6	5.4445	97
3411	Metal cans	4	4	468.7	5.0986	100
3429	Hardware n.e.c.	2	1	119.5	1.8729	93
3443	Fabricated plate work (boiler shops)	16	7	169.9	1.6702	82
3462	Iron & steel forgings	3	2	247.9	6.2205	98
3469	Metal stampings n.e.c.	13	4	88.1	1.2248	75
3511	Turbines & turbine-generator set units	3	2	130.5	4.4972	98
3519	Internal-combustion engines n.e.c.	6	4	963.0	10.3301	99
3523	Farm machinery & equipment	1	1	260.7	2.7401	100
3531	Construction machinery	13	9	394.6	2.9759	93
3532	Mining machinery	4	3	216.8	10.5648	99
3536	Hoists, industrial cranes, & monorails	8	3	97.5	9.5551	86
3541	Metal-cutting machine tools	8	2	89.3	1.9850	80
3544	Special dies, tools, jigs, & fixtures	18	3	39.1	.9585	56
3566	Speed changers, drives, & gears	3	3	198.6	13.9918	100
3569	General industrial machinery n.e.c.	13	6	101.0	2.6816	83
3599	Machinery, except electrical, n.e.c.	24	7	156.3	1.5480	72
3621	Motors & generators	9	3	98.8	1.6190	85
3622	Industrial controls	9	6	382.2	7.2191	98
3662	Radio & TV communication equipment	6	2	194.3	.5337	87
3693	X-ray apparatus & tubes	3	2	787.0	19.6814	99
3714	Motor-vehicle parts & accessories	4	2	613.0	1.2976	99
3751	Motorcycles, bicycles, & parts	1	1	233.6	15.3593	100
3822	Environmental controls	5	4	31.4	1.7543	93
3993	Signs & advertising displays	13	6	52.5	2.7392	83
4911	*Electric services*	*1*	*1*	*682.4*	*.7255*	*100*
6025	*National banks, federal reserve system*	*13*	*4*	*644.6*	*.5328*	*94*
7011	*Hotels, motels, & tourist courts*	*31*	*10*	*126.0*	*.4182*	*80*
8062	*General medical & surgical hospitals*	*20*	*18*	*947.5*	*.6023*	*99*
8221	*Colleges & universities n.e.c.*	*6*	*4*	*149.3*	*.6603*	*98*
Monroe	**All mfg.**	**14**	**7**	**129.8**	**.0063**	**69**
8062	*General medical & surgical hospitals*	*3*	*3*	*65.4*	*.0416*	*100*
Oconto	**All mfg.**	**24**	**8**	**168.0**	**.0082**	**70**
Oneida	**All mfg.**	**9**	**5**	**203.5**	**.0099**	**90**
Outagamie	**All mfg.**	**88**	**38**	**2,077.7**	**.1015**	**90**
2259	Knitting mills n.e.c.	1	1	20.9	19.1743	100
2621	Paper mills, except building paper	6	5	693.2	3.4066	99
2641	Paper coating & glazing	2	1	261.9	4.3447	99
3623	Electric welding apparatus	1	1	115.5	6.4797	100
8062	*General medical & surgical hospitals*	*4*	*3*	*69.8*	*.0444*	*98*
Ozaukee	**All mfg.**	**81**	**29**	**813.9**	**.0397**	**73**
3621	Motors & generators	3	3	141.8	2.3236	100
Pepin	**All mfg.**	**4**	**1**	**41.1**	**.0020**	**26**
Pierce	**All mfg.**	**8**	**5**	**88.4**	**.0043**	**77**
Polk	**All mfg.**	**21**	**6**	**156.1**	**.0076**	**58**
Portage	**All mfg.**	**25**	**11**	**487.5**	**.0238**	**88**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*46.2*	*.2043*	*100*
Price	**All mfg.**	**13**	**7**	**269.5**	**.0132**	**96**
Racine	**All mfg.**	**157**	**56**	**2,353.6**	**.1149**	**84**
2731	Book publishing	2	1	111.9	1.2283	93
2842	Polishes & sanitation goods	2	1	563.2	11.0507	100
3523	Farm machinery & equipment	2	1	164.1	1.7248	96
3531	Construction machinery	5	3	165.2	1.2459	97
3568	Power-transmission equipment n.e.c.	1	1	75.1	4.1200	100
3621	Motors & generators	8	6	60.5	.9914	86
3639	Household appliances n.e.c.	1	1	132.6	6.7443	100
8062	*General medical & surgical hospitals*	*4*	*4*	*134.4*	*.0854*	*100*
Richland	**All mfg.**	**12**	**4**	**99.9**	**.0049**	**50**
Rock	**All mfg.**	**72**	**31**	**1,768.8**	**.0864**	**88**
3143	Men's nonathletic footwear	1	1	68.4	2.7886	100
3554	Paper-industries machinery	1	1	127.9	9.4811	100
3711	Motor vehicles & passenger-car bodies	1	1	622.3	.7325	100
3951	Pens & mechanical pencils	1	1	142.2	12.5319	100
8062	*General medical & surgical hospitals*	*5*	*4*	*115.8*	*.0736*	*99*
Rusk	**All mfg.**	**12**	**4**	**88.8**	**.0043**	**64**
St. Croix	**All mfg.**	**23**	**10**	**205.1**	**.0100**	**71**
Sauk	**All mfg.**	**31**	**14**	**388.1**	**.0190**	**82**
Sawyer	**All mfg.**	**2**		**8.6**	**.0004**	**0**
Shawano	**All mfg.**	**17**	**6**	**207.5**	**.0101**	**45**
Sheboygan	**All mfg.**	**105**	**41**	**1,488.3**	**.0727**	**80**
2022	Natural & processed cheese	4	3	393.0	3.8715	98
2499	Wood products n.e.c.	3	2	33.0	.9253	97
3079	Miscellaneous plastics products	13	4	56.1	.1845	61
3431	Metal sanitary ware	1	1	197.3	31.9204	100
8062	*General medical & surgical hospitals*	*3*	*3*	*69.3*	*.0440*	*100*
Taylor	**All mfg.**	**10**	**5**	**141.5**	**.0069**	**87**
Trempealeau	**All mfg.**	**10**	**2**	**66.6**	**.0033**	**72**
Vernon	**All mfg.**	**5**	**1**	**40.6**	**.0020**	**50**
Vilas	**All mfg.**	**7**	**1**	**32.0**	**.0016**	**53**
Walworth	**All mfg.**	**67**	**23**	**639.2**	**.0312**	**75**
Washburn	**All mfg.**	**4**		**5.4**	**.0003**	**0**
Washington	**All mfg.**	**71**	**18**	**805.9**	**.0394**	**75**
3634	Electric housewares & fans	2	2	161.3	4.3540	100
Waukesha	**All mfg.**	**312**	**75**	**3,087.6**	**.1508**	**74**
2751	Letterpress commercial printing	1	1	30.1	.5041	100
2752	Lithographic commercial printing	9	2	158.8	.9366	74
3079	Miscellaneous plastics products	14	4	84.1	.2767	55
3519	Internal-combustion engines n.e.c.	2	1	121.1	1.2990	98
3531	Construction machinery	5	2	173.4	1.3077	91
3599	Machinery, except electrical, n.e.c.	20	2	71.8	.7111	53
3612	Transformers	3	3	143.8	4.5346	100
3693	X-ray apparatus & tubes	2	2	603.1	15.0824	100
5085	*Industrial-supply distributors*	*11*	*1*	*221.7*	*.7476*	*67*
7011	*Hotels, motels, & tourist courts*	*9*	*4*	*43.0*	*.1427*	*76*
8062	*General medical & surgical hospitals*	*6*	*5*	*135.2*	*.0859*	*98*
Waupaca	**All mfg.**	**41**	**13**	**708.3**	**.0346**	**78**
2013	Sausages & other prepared meats	1	1	165.3	1.3701	100
8062	*General medical & surgical hospitals*	*4*	*4*	*50.5*	*.0321*	*100*

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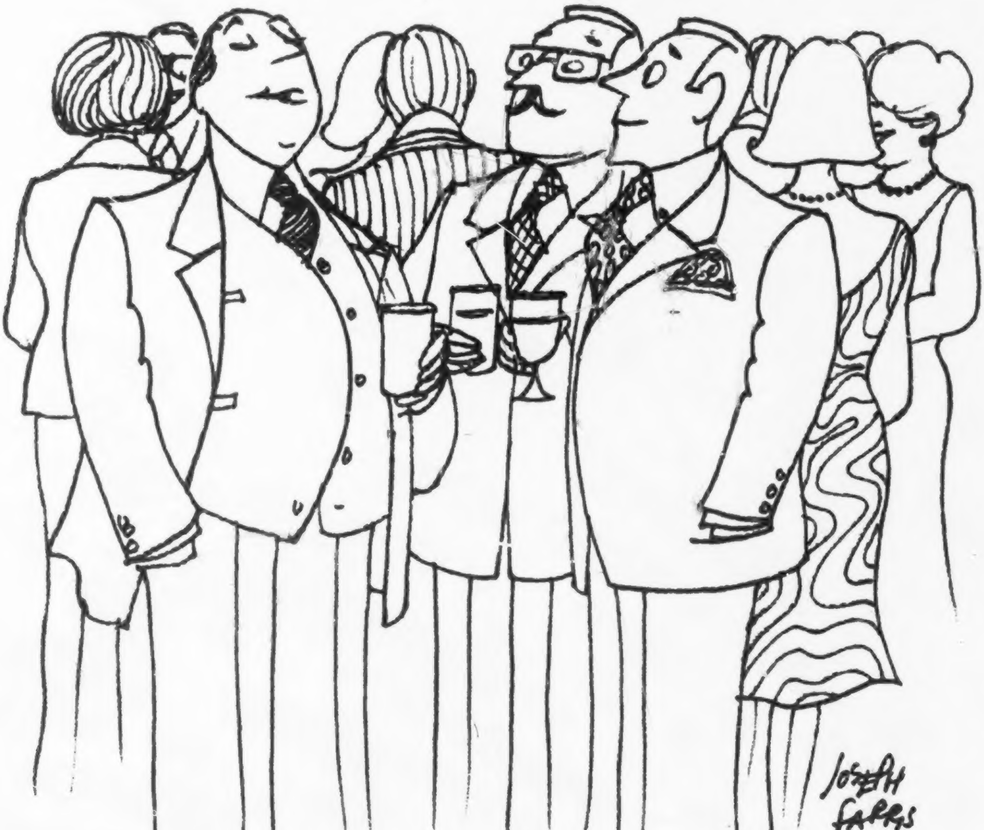
1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
WISCONSIN (cont.)						
Waushara	**All mfg.**	**7**		**27.3**	**.0013**	**0**
Winnebago	**All mfg.**	**126**	**44**	**2,201.1**	**.1075**	**86**
2431	Millwork	5	3	79.5	1.4655	91
2621	Paper mills, except building paper	7	5	318.8	1.5667	95
2647	Sanitary paper products	2	2	483.9	5.0764	100
2653	Corrugated & solid fiber boxes	5	2	110.7	.9912	88
2732	Book printing	1	1	109.3	3.5339	100
3321	Gray-iron foundries	2	2	165.3	1.8403	100
3713	Truck & bus bodies	2	2	97.0	3.4523	100
8062	*General medical & surgical hospitals*	*2*	*2*	*72.6*	*.0461*	*100*
Wood	**All mfg.**	**47**	**21**	**1,427.7**	**.0697**	**84**
2492	Particleboard	1	1	39.9	6.3394	100
2621	Paper mills, except building paper	3	3	668.1	3.2832	100
8062	*General medical & surgical hospitals*	*3*	*3*	*84.9*	*.0540*	*100*
STATE TOTAL	**All mfg.**	**3,342**	**1,191**	**55,258.3**	**2.6982**	**83**
WYOMING						
Albany	**All mfg.**	**11**	**1**	**56.1**	**.0027**	**33**
Big Horn	**All mfg.**	**7**	**1**	**36.0**	**.0018**	**27**
Campbell	**All mfg.**	**5**		**12.0**	**.0006**	**0**
1211	*Bituminous-coal & lignite mining*	*14*	*6*	*310.1*	*1.8652*	*79*
Carbon	**All mfg.**	**3**	**1**	**176.1**	**.0086**	**96**
Converse	**All mfg.**	**1**		**7.0**	**.0003**	**0**
Crook	**All mfg.**	**2**		**12.9**	**.0006**	**0**

1985 S&MM Est.

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Fremont	**All mfg.**	**8**	**2**	**60.5**	**.0030**	**69**
Goshen	**All mfg.**	**2**	**1**	**21.7**	**.0011**	**92**
Hot Springs	**All mfg.**	**1**		**9.6**	**.0005**	**0**
Johnson	**All mfg.**	**1**		**3.0**	**.0001**	**0**
Laramie	**All mfg.**	**21**	**9**	**1,082.2**	**.0528**	**95**
8062	*General medical & surgical hospitals*	*4*	*4*	*58.9*	*.0374*	*100*
Lincoln	**All mfg.**	**7**	**2**	**84.0**	**.0041**	**52**
Natrona	**All mfg.**	**28**	**7**	**1,374.6**	**.0671**	**57**
1381	*Oil- & gas-well drilling services*	*23*	*2*	*236.5*	*3.7359*	*58*
Niobrara	**All mfg.**	**1**		**13.4**	**.0007**	**0**
Park	**All mfg.**	**6**	**1**	**296.7**	**.0145**	**88**
Platte	**All mfg.**	**2**		**3.1**	**.0002**	**0**
Sheridan	**All mfg.**	**8**	**1**	**87.8**	**.0043**	**65**
Sublette	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Sweetwater	**All mfg.**	**7**	**5**	**222.2**	**.0108**	**97**
2819	Industrial inorganic chemicals n.e.c.	1	1	121.3	.9493	100
Teton	**All mfg.**	**4**		**10.1**	**.0005**	**0**
7011	*Hotels, motels, & tourist courts*	*11*	*4*	*39.6*	*.1314*	*69*
Uinta	**All mfg.**	**3**		**6.8**	**.0003**	**0**
Washakie	**All mfg.**	**6**	**2**	**103.2**	**.0050**	**77**
Weston	**All mfg.**	**3**	**1**	**338.7**	**.0165**	**97**
STATE TOTAL	**All mfg.**	**138**	**34**	**4,020.2**	**.1963**	**76**
NATIONAL TOTAL	**All mfg.**	**131,882**	**44,343**	**2,047,944.8**	**100.0000**	**82**



"I'm what you can't learn at Harvard Business School."

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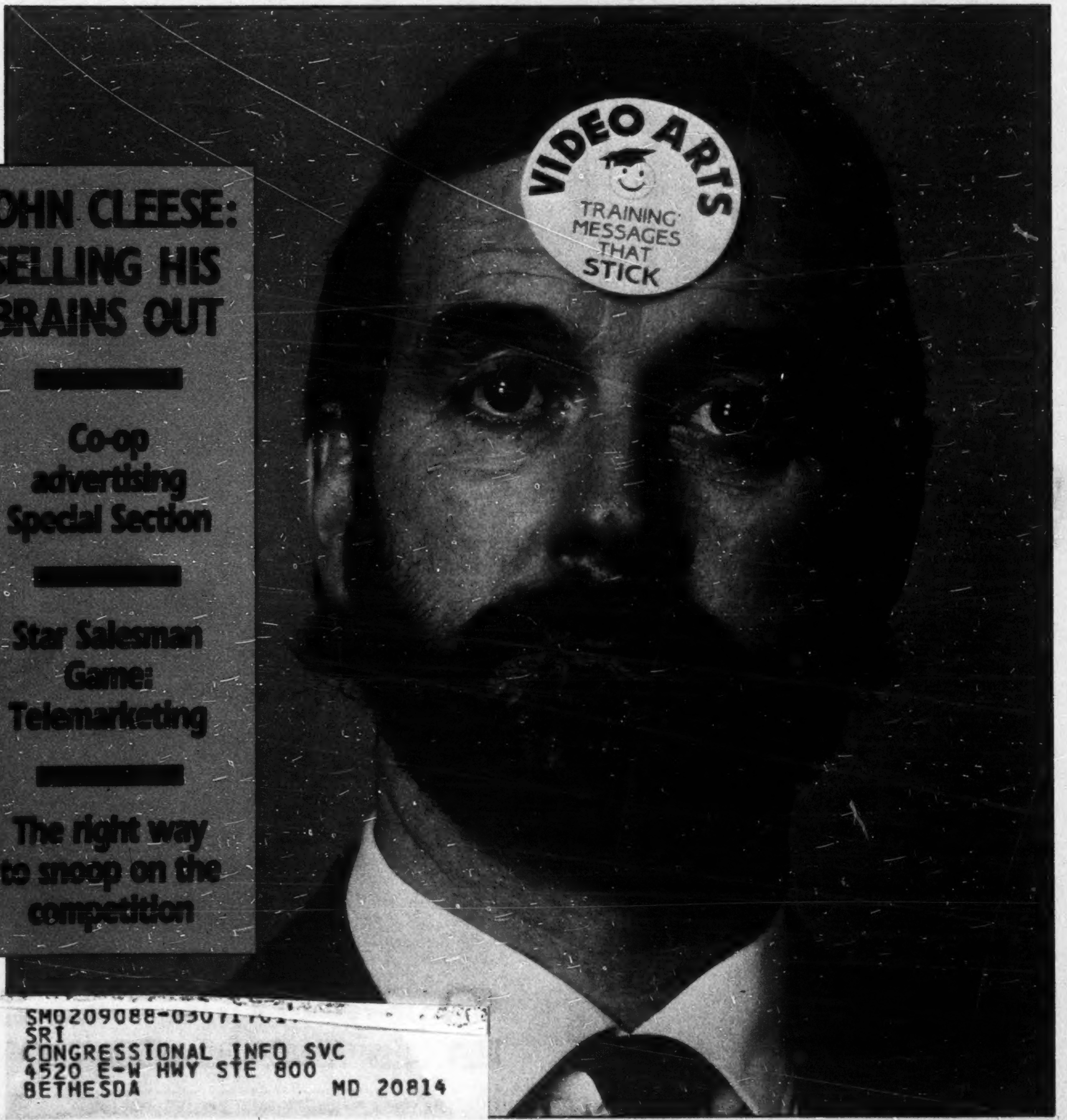
Sales and Marketing MANAGEMENT

JOHN CLEESE: SELLING HIS BRAINS OUT

Co-op advertising Special Section

Star Salesman Game: Telemarketing

The right way to snoop on the competition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Established 1918

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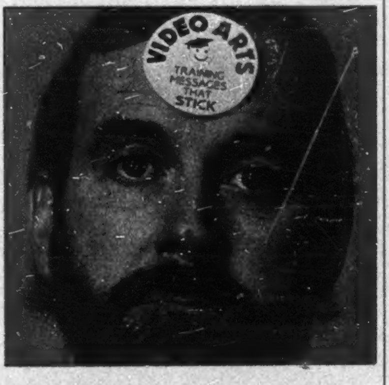

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Actor, comedian, sales trainer, commercial spokesman John Cleese provides some insight into what sort of man makes training films that show salespeople grabbing their customers by the lapels and screaming, "You stupid git!" Page 42.

Cover by Altemus

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ABP BPA ABC MPA

Apple's sales or marketing departments.

Apple will also beef up and change its dealer support program. A co-op advertising plan will be replaced by an Apple Fund that will contribute toward co-op as well as a variety of dealer market development efforts, such as direct mail, telemarketing, and seminars. Apple will put $15 million–$20 million into the fund, according to reports in the computer press.

Communicating

TV network for salespeople

When the Federal Communications Commission ruled in 1983 that holders of microwave educational channels could move into for-profit business, New Trier Township Television came up with an idea that they are convinced will sell to the business community.

Owner of four of these stations in the Chicago area, New Trier is pounding the corporate pavement looking for companies that would be interested in developing a new way to communicate with branch offices, sales agents, or franchisees.

"It is a unique and economical way of talking with business colleagues or customers," says Jack Spatafora, a New Trier executive who is working on the proposed business network, which will be called Educom. "We see a number of scenarios. Professionals like lawyers, certified public accountants, or doctors will be able to tune in from their offices for program tapes they might normally have to get through a meeting at a hotel. Or, for example, a bank would use the service to talk to its branch offices."

Spatafora dismisses notions that creating a market for this type of service may be difficult, saying he already has keen interest from a number of Chicago companies, in-

S&MM salesgraph

Retailing 1985: crosscurrents in the leisure area

Electronics are in; liquor is out. That's how consumer spending shaped up in retail stores last year, an analysis of new Census Bureau data reveals. Total retail sales climbed 6.3%, which, after allowing for a 2.1% increase in commodity prices and a 1.4% rise in population, implies that the physical volume of goods moving out the door rose 3%. Because consumers enjoyed record employment and income last year, durable goods sales dramatically outraced nondurables, 10.4% vs. 3.9%. A 13.2% upsurge in auto dealer sales helped.

The big news in the Bureau's report is how consumers spent their leisure dollars. Radio-TV outlets scored the heftiest gain, a sizzling 18.7%, among the store types covered in the report. That's all the more remarkable when you factor in a 5% price drop for their products, implying a robust 24% boost in tonnage. VCRs, of course, played a strong role.

Meanwhile, liquor store sales fell 2.2%, drinking places sales dipped 1.1%. In the face of price increases of 2.7% and 5.7%, respectively, that implies volume falloffs of 5%–7%.

How retailers fared in 1985

Store Type	1985 (Mil. $)	% Change 1984–85
Total retail sales	**$1,373,941**	**+ 6.3%**
DURABLE GOODS	**514,207**	**+10.4**
Building materials, hardware, garden supplies, & mobile homes	74,062	+ 6.6
Building materials & garden supplies	53,841	+ 7.7
Hardware	11,092	+ 6.6
Automotive dealers	312,793	+12.3
Motor vehicle & misc. auto dealers	288,428	+13.2
Auto & home supplies	24,365	+ 2.3
Furniture, home furnishings & equip.	68,112	+10.1
Furniture & home furnishings	36,923	+ 5.6
Furniture	22,915	+ 3.5
Household appliances & radio-TV	26,234	+16.0
Household appliances	8,572	+10.7
Radio-TV	17,662	+18.7
Jewelry	11,206	+ 8.7
NONDURABLES	**859,734**	**+ 3.9**
General merchandising group	159,456	+ 4.3
Department & misc. general merchandise	150,557	+ 4.7
Department	134,744	+ 4.3
Misc. general merchandise	15,813	+ 7.1
Variety	8,899	− 2.2
Food	282,198	+ 4.4
Gas service stations	100,767	+ 1.3
Apparel & accessory	69,673	+ 7.0
Men's & boys' clothing	8,336	+ 0.1
Women's clothing	29,121	+ 7.5
Women's ready-to-wear	25,875	+ 5.8
Family clothing	18,332	+10.5
Shoe	10,857	+ 5.1
Eating & drinking places	131,035	+ 5.2
Eating places	121,202	+ 5.8
Drinking places	9,833	− 1.1
Drug & proprietary	46,014	+ 6.6
Liquor	17,802	− 2.0
Nonretailers	26,950	+ 2.2
Mail order	4,550	− 7.5

Note: Component details may not add up to group totals because of excluded categories.
Source: Census Bureau, *Revised Monthly Retail Sales and Inventories: Jan. 1976 through Dec. 1985, BR-13-85S.*
*Sales and Marketing Management.

Anatomy of a star salesperson

A study helps answer a question that 80 out of 100 sales managers couldn't: What's the difference between your high and moderate sales performers?

By THAYER C. TAYLOR
Senior Editor/Management Sciences

"Planning and strategizing are time-consuming, but if I don't do it, I'll waste my customer's time."

"Planning is good, but it takes too much time."

"Understanding my customer and his organization is even more important than understanding my product."

"I've got my pitch down pat now. When I meet any prospects, I use the same words, and it really works most of the time."

Those are four salespeople talking—two high performers (boldface quotes) who are attuned to today's complex, competitive, customer-oriented selling environment, and two moderate performers who are today's Willy Lomans. While the contrast between the two types seems obvious, identifying them can be difficult.

Diane Hessan, vice president of Forum, the Boston-based sales training specialists, recalls that when she asked 100 sales managers in Fortune 500 firms to spell out the differences between their high and moderate sales performers, "about 80 percent couldn't answer. A typical reply was, 'Gee, I don't know, but when you find out I'd love to know.' "

While Hessan may be making the consultant's standard over-statement to justify her service, there's no denying marketers are under increasing pressures to identify and develop high performers. Hessan cites the pressures as costs, competition, and complexity.

Since 1980, cost-per-sales-call has almost doubled, from $72.65 to $131.40, according to *Sales and Marketing Management's 1986 Survey of Selling Costs*. By the end of the decade, if that rate continues, the cost will nudge $240.00.

Competition is sharpening, Hessan says, "because deregulation brings in lots of nontraditional competition, more international firms are moving into U.S. markets, and the rate of product obsolescence is quickening." Selling is more complex, says Forum president Richard C. Whiteley, because "customers are smarter and expect more from the salesperson. A lot more decision-makers are involved, which stretches out the time frame between the first call and the order."

Based on studies begun in 1982, Forum researchers think they have a handle on what makes high performers tick. In the first phase, three groups—customers, internal support staffs, and salespeople—were surveyed on the practices of high- and moderate-performing salespeople. In the second phase,

Three perspectives of star salespeople

Characteristics of Top Salespeople	Importance to three groups surveyed		
	Customers	Internal Support Staff	Salespeople
Aggressive	14.8%	8.0%	3.4%
Creative	16.6	4.5	10.0
Disciplined	9.4	15.2	16.8
Interpersonal	14.8	18.1	16.9
Knowledgeable	17.3	26.9	15.7
Professional	12.9	23.2	29.2
Verbal	7.4	7.1	4.5
Well-groomed	6.6	0.0	3.4

Each of the three groups surveyed by Forum has its own ideas on the high performer's single most important trait. Salespeople, by far, singled out "professionalism," indicating a strong sense of pride in their craft. Both customers and internal support personnel, placing "knowledgeable" at the head of their lists, expect the high performer to know his products and services and the situation he is selling into. Significantly, internal support people also gave "professionalism" a high score. Note, too, how the three groups debunked some popular myths about selling, giving very low scores to "aggressive" and "verbal."

[illegible]

continuing today, customers are regularly polled on what the first survey revealed.

Briefly, Forum's research identifies four clusters of practices that characterize high-performing salespeople. Such reps:

- "Maintain two-way advocacy, representing the interests of their companies and their clients with equal skill."
- "Bring added value to the sales task with their greater enthusiasm, more sensitive interpersonal skills, and sense of professionalism."
- "Are committed to the sales process as an 'art form,' a way of life. High performers recognize the value of the sales process to the customer, and take the initiative in doing what is in the client's best interests."
- "Tend to intellectualize the sales process, actively planning and developing strategies that will maximize their impact on the customers' time and provide for efficient internal support relationships."

Customer orientation, obviously, is the high performer's big trait.

This requires a new mindset for many salespeople. "Yesterday, the high performer was knowledgeable in terms of what he needed to know to sell against his competition," says Mack Hanan, president, Greenhouse Group, New York City-based management consultants. "Today, he's knowledgeable in what's needed to sell into the customer. The high performer's most important trait is that he immerses himself in the customer's business and industry, gains wide access through multiple contacts, and becomes more knowledgeable in terms of what he is selling into."

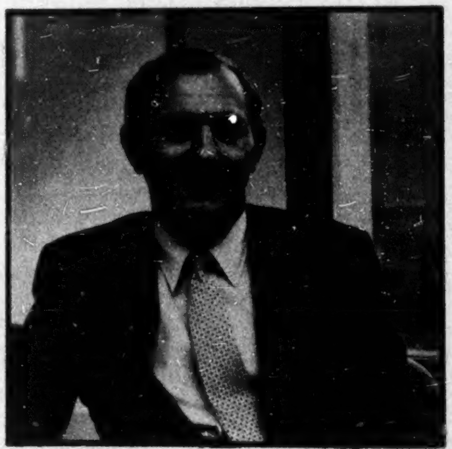
The customer focus is equally important in both consumer and industrial goods marketing, as S&MM found when it asked the opinions of executives at companies known for their strong sales organizations. In the consumer area, Ronald W. Tidmore, president of Pepsi-Cola USA's foodservice division, Purchase, NY, says his high performers "have a strong customer orientation and approach their business from an understanding of the role our products play in the customer's business. No one goes to a Burger King to buy a soft drink, but it is important that a quality soft drink be available when someone comes in to buy a Whopper."

To Mary Edwards, sales development manager at Levi Strauss in San Francisco, her company's high performers' "ability to establish human contact with customers is critical because selling is a people business. That involves being dependable, following through, and having integrity."

In the industrial area, high performers at Rolm, the Santa Clara, CA, susbidiary of IBM, "make it a point to understand customer needs and goals before they pull anything out of their product bag," says marketing director Nick Tuttle. "Such salespeople spend the time needed to get an in-depth knowledge of the customer's business, asking questions that will lead to solutions our systems can address."

Neil Henderson, marketing director at Chromizing, a division of Chromalloy based in Gardena, CA, sees his high performers having the "ability to listen to the customer and recognize his needs—then communicating those needs to the company with a sense of importance and doing the follow up with a sense of urgency."

While agreeing with the customer emphasis, James H. Huguet, president, The Northeastern Organiza-



Blue Bell's Wilner: Top performers make friends at their own companies.

What high performers want from their managers

- Gives more recognition than criticism.
- Expects salesperson to [illegible]
- Gives feedback to [illegible]

When high performers were asked to rate their sales managers on the basis of 28 management practices, the above three stood out as the most significant. However, Forum's report admits it is not clear as to whether "high performers 'see' these practices as more valuable in their managers and rate them higher, or that managers of high performers do, in fact, perform these practices." More research on the question is needed, Forum concedes.

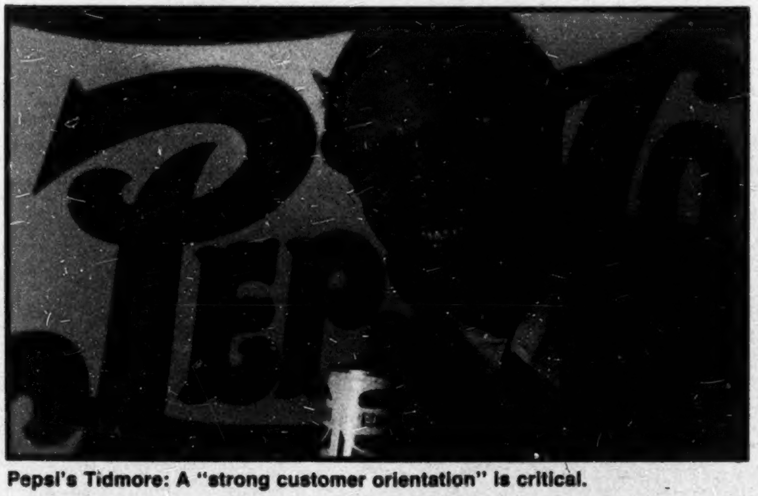
tion, Trumbull, CT, sales consultants, cautions against "the last outpost syndrome, where remotely located salespeople come to relate more to the client and forget whom they're working for. It's a delicate balance that must be watched constantly."

Although Forum's profile stresses trainable professional skills, some marketers put a premium on personality traits. Eastman Kodak, Rochester, NY, looks for four "nontrainable qualities" when recruiting potential high performers, says Ted McGrath, vice president and manager, consumer products division. "They are: One, Self-confidence: A good salesperson is not modest; Two, Job commitment: Not afraid to get his hands dirty to get a job done; Three, Persistence: Always finds another reason for going back when a customer says no; and Four, Initiative in solving problems, gathering information, and asking direct questions."

"High performers can be described in one word: enthusiasm," says Robert Mueller, general manager of Motorola's government markets division, Schaumburg, IL. "Enthusiasm about his products and services, his company, his job, his career, and getting the customer enthused." To Jack Wilner, sales training director of Blue Bell's Wrangler division, Greensboro, NC, "the high performer has the ability to get along not just with his customers but with customer-related people in our company: manufacturing, marketing, service, and his peers."

The second phase of Forum's ongoing research, president Whiteley says, pivots on the high performer's effective use of nonselling time and the increasing importance of internal support functions. "If he spends 70 percent of his time in nonselling activities," Whiteley says, "the more he plans and strategizes, the greater leverage he has when he's face to face with the buyer. That's the time he plans how to manage his time and territory, identifies accounts with the greatest potential payoff, and strategizes what the buying process will involve and what is likely to motivate a favorable decision."

That view is supported by Mel Ingold, manager of management development, American Hospital Supply, Evanston, IL. "Our high performers look at their business strategically," he says, "and ask themselves, 'How do I get the best return on my time investment?' That comes from planning and strategizing and avoiding getting bogged down with things like 'I must see 8 class A customers and 12 class B customers this week.' "


Pepsi's Tidmore: A "strong customer orientation" is critical.

John Knopp, regional field development-program manager, Hewlett-Packard, Palo Alto, CA, points to another critical use of nonselling time. "Two traits characterize our high performers," he says. "One, they know how to get special things done for the customer inside or outside the system. When something has to be done outside of normal policies and practices, they find a way to get it done smoothly. Two, they always know where they stand in terms of their performance, stage in the sales cycle, and positioning with the customer."

As knowledge about the customer's business and industry becomes more important to the high performer, internal support functions are marshalled to feed him the necessary information inputs. "The stand-alone high performer is a fading breed," Forum's Whiteley says, "as companies move toward more team action. The implication is that, because the salesperson can no longer have complete mastery of his products, he has to capture the account by bringing in additional resources.

"In one of our studies, the customer told us the superior salesperson stood out from the moderate on the basis of his product knowledge. But when we probed deeper, it turned out that the high performer, because of his knowledge of the customer's situation, brought in the proper support resources. He was the better orchestrator."

Travellers' NETWORK

By GERALD A. MICHAELSON

This new department's objectives: ☐To exchange among fellow travellers the good deals we find. ☐ To search out ways to beat the system. ☐ To take no adversity too seriously.

The tally is in

Many thanks to the 200-plus readers who responded to the questionnaire in our January column. Three-quarters of the networkers responding averaged more than one night a week out of town, with 35% gone more than two nights. And a whopping 85% said they keep all of their frequent traveller awards for their personal use. This month, we'll concentrate on hotels. Here is how S&MM readers rate the hotel chains they stay at frequently:

Chain	Good	Average	Bad
The Top Five			
Westin	91%	7%	2%
Embassy*	88	12	—
Hyatt	84	15	1
Marriott	80	19	1
Intercontinental*	76	24	—
Good, but . . .			
Stouffers*	67	31	2
Radisson	56	29	15
Hilton	44	48	8
Sheraton	41	52	7
Just O.K.			
Best Western	18	69	13
Ramada	18	55	27
Howard Johnson	16	54	30
Days Inn*	14	57	29
Holiday Inn	12	70	18
Quality Inns	9	61	30

*Limited response

Respondents indicated they stay most frequently at a Marriott, followed closely by Holiday Inn, Hyatt, Hilton, and Sheraton.

Slicing it up

It is interesting that Westin, which came in first in the quality rating, did not surface as superior in networkers' ratings of individual traits of the chains, as follows:

Food: Marriott and Hyatt were selected the best.

Rooms: As might be expected, a suite hotel, Embassy, came in first. Runners-up: Marriott and Hyatt.

Courtesy: Marriott the easy winner, followed by Hyatt.

Meetings: Marriott and Hyatt again.

Frequent traveller awards: Marriott by a landslide.

Business hotspots

When it came to naming favorite hotels for business travel, the list was as varied as the total number of responses. Hotels in cities from Boise to Shreveport were mentioned, but the following properties received the most votes.

Alexis—Seattle
Four Seasons Clift—San Francisco
Hyatt Union Square—San Francisco
Hyatt Regency—Chicago
Marriott—Chicago
Marriott Harbor Beach—Fort Lauderdale
Park Hyatt—Chicago
Stanford Court—San Francisco
Westin St. Francis—San Francisco

With four San Francisco hotels on the list, it is obvious that the location has much to do with one's choice of a favorite business hotel.

Metro headliners

Readers were also asked to name their favorite individual hotels in major U.S. metros. Here is the first wave of city ratings. We'll cover the rest next month.

Atlanta: Readers liked the Marriotts here, especially the Marquis. The Hyatt Regency and Westin Peachtree Plaza got a lot of votes, followed by the Omni and the Ritz Carlton (downtown and Buckhead).

Boston: Just plain "Marriott" was mentioned most, with the Marriotts at Copley and Longwharf, the Ritz Carlton, and the Westin close behind.

Chicago: Top vote-getters were the Hyatt Regencies Chicago and O'Hare, followed by the Park Hyatt. The Marriotts were the next most popular, and the Hilton, the Ritz Carlton, and the Drake received frequent mentions.

Dallas: The Texas-sized Loew's Anatole won the brand of excellence, with the Hyatt Regency a strong second. Other top picks were the Marriotts, Westin Galleria, and Wyndham Market Center.

Detroit: Motor City hotels received few mentions, meaning that Detroit is either an infrequent stop or that it has a limited selection of quality properties. A small list included the Westin Renaissance Center, the Ponchartrain, and the Hyatt Regency Dearborn.

Los Angeles: Clearly indicative of the sprawl of the City of Angels, networkers named 40 different L.A. hotels as favorites. Marriotts, Westins, and Hyatts topped the list, followed by Hiltons and Sheratons. Most frequently mentioned individual hotels were Westin's Bonaventure and Century Plaza, and Marriott's Marina del Rey.

New York: Pay attention, Big Apple hoteliers. Seven readers wrote in "none" when asked to name a favorite here, and others voted for hotels in New Jersey. Among those who did pick, the Plaza took the prize, with the Grand Hyatt, the Helmsley Palace, and the Hilton tied for second. Also high on the list were Marriott's Marquis and the Essex House.

Send in your travel triumphs and travails to Porch Club, Sales and Marketing Management, 633 Third Ave., New York, NY 10017. Names will be withheld on request.

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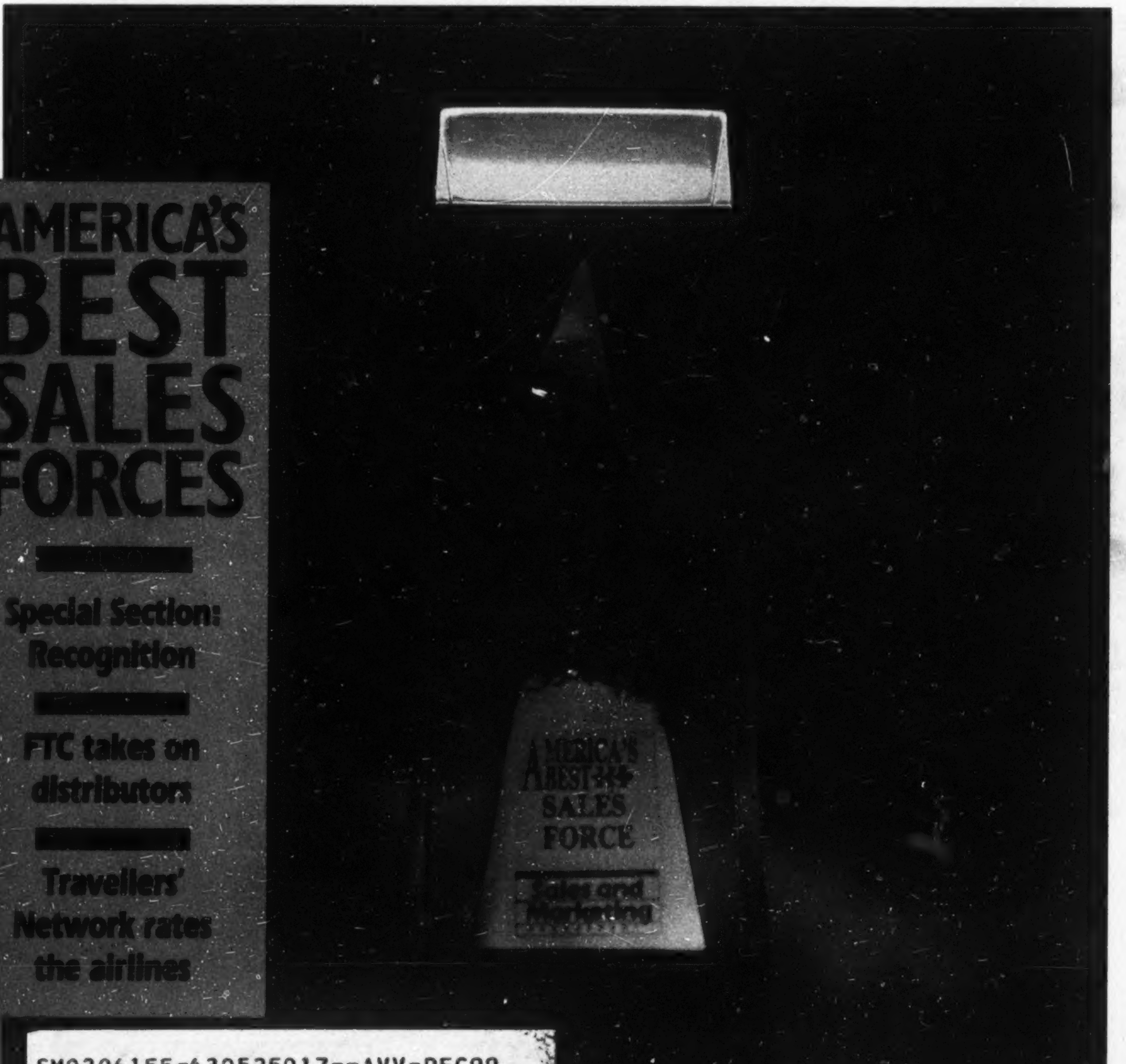
AMERICA'S BEST SALES FORCE
Sales and Marketing

AMERICA'S BEST SALES FORCES

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AMERICA'S
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Cover:
America's Best Sales Force award, designed for S&MM by Balfour, will be presented this year to the eight companies listed above. See rankings, page 51.
Cover design by Altemus
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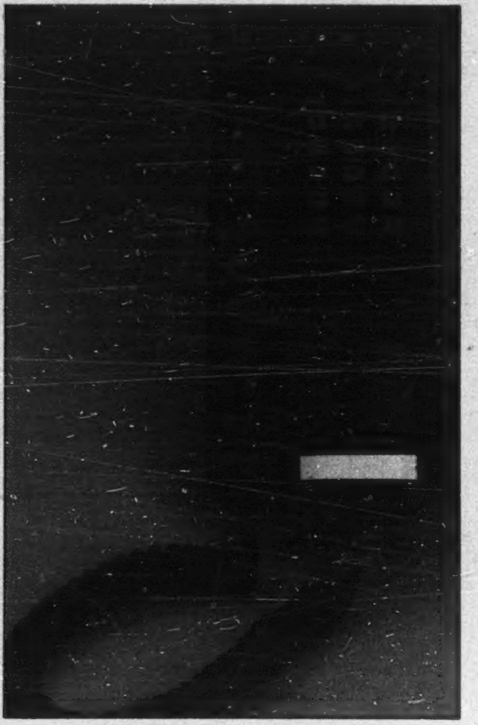


AT&T aims to sell salespeople on cellular phones with its new voice-activated model, the 124OC.

phone call by speaking a person's name into the car-phone that automatically will dial his telephone number. Although this development is aimed at all businesspeople, AT&T's true target is salespeople.

At present, salespeople are in the minority among the estimated 230,000 businesspeople now using car-phones. The problem, says Paul V. Shibley, manager of AT&T's fleet sales and marketing, is mainly the attitude of sales executives about cellular phones; many don't take them seriously. Indeed, a survey by S&MM completed this spring shows that more than half of the managers contacted view the phones as either a luxury or a perk.

Shibley and his competitors (65 cellular companies exhibited at the trade show in Las Vegas where AT&T announced its voice-activated car-phone) are out to change that thinking. Studies done by his company, says Shibley, prove that a salesperson equipped with a car-

S&MM salesgraph

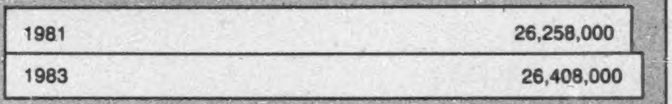
The new superwomen: 5 million outearn their mates

Married women are bringing home fatter paychecks than their husbands in increasing numbers. Some 4.8 million working wives earned incomes greater than their spouses in 1983, a sizzling 17.4% increase over 1981, when the Census Bureau first looked at the working married couple phenomenon. Another 2.2 million working wives had earnings that were 80%–100% of their mate's incomes, a rise of 4.4%.

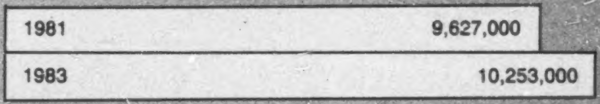
Surprisingly, the biggest upsurge among wives who outearned their husbands came among women with children under 18 years of age—the true working mothers. Almost half, 48.9%, of the high performers had children under 18 in 1983 vs. 45.1% in 1981.

While some 43% of these women attended college, the advertisements that portray today's upscale woman in a business suit, clutching an attaché case as she sprints for a plane, are not particularly accurate. The percentage employed in blue collar jobs increased from 14.6% in 1981 to 15.1% in 1981.

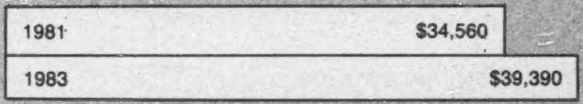
Although the number of married couples where both spouses worked remained flat . . .



. . . there was a noticeable gain when both worked year-round, full-time . . .



. . . plus healthy increases in their incomes



Education a strong point among wives who outearned their husbands

Years of school completed	1981	1983
High school: 4 years	44.9%	43.3%
College: total	40.9	43.3
4 years	13.2	13.4
5 years or more	10.2	10.9

Source: Census Bureau, *Earnings in 1983 of Married-Couple Families by Characteristics of Husbands and Wives*, Series P-60, No. 153 and Series P-23, No. 133.
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AMERICA'S BEST SALES FORCES

Sales executives from eight industries tell which sales organizations set the standards.

It is a puzzling question. How does one determine which company has the best sales force in a given industry? It is easy to be swayed by the size of a company's sales volume, the familiarity of its name, or the strength of its marketing campaign. But these factors did not appear to influence respondents to S&MM's 1986 Best Sales Force Survey.

Sales executives from the soaps and cosmetics industry, for instance, gave low ratings to such household names as Procter & Gamble, Revlon, and Avon, and awarded the top prize to lesser-known Economics Laboratory. They cited Economics Lab's salespeople for their product knowledge and territory coverage, and awarded them an average 8.13 score (out of a possible 10) for holding onto old accounts. Second prize in the category went to International Flavors & Fragrances, which sells its aroma chemicals to many of the other companies listed in the soaps and cosmetics category.

Readers who recall S&MM's last Best Sales Force Survey (Dec. 3, 1984) will notice that this year's version covers eight entirely different industry groups. To catch major shifts in the winds among an industry's sales forces, S&MM seeks ratings for a given industry once every two years. The 11 industries rated in 1984, then, will reappear in next year's survey.

In late 1985, approximately 900 sales executives from each of the eight industries listed on the next page received questionnaires asking them to grade the 10 largest companies in their categories on each of 10 different selling functions, such as "holding old accounts," "meeting sales targets," and "quality of management." (Industry groups were taken from the Fortune 500 listing. Categories with less than 10

How they stack up

What the scores mean

Survey respondents were asked to rate each of the top 10 companies in their own industries in 10 different selling functions (see page 52). Scores for overall rankings represent an average of the 10 grades each company received. A score of 3 or less is considered poor, 4 to 6 good, and 7 and above very good.

Publishing & Printing

Rank	Score
1. Times Mirror	6.69
2. R.R. Donnelley & Sons	6.27
3. McGraw-Hill	5.87
4. New York Times	5.81
5. Washington Post	5.79
6. Time, Inc.	5.60
7. Dow Jones	5.43
8. Tribune	5.41
9. Knight-Ridder Newspapers	5.33
10. Gannett	5.10

Transportation Services

Rank	Score
1. United Airlines	7.02
2. United Parcel Service	6.81
3. American Airlines	6.69
4. Delta Air Lines	6.58
5. Union Pacific	5.95
6. Pan American World Airways	5.70
7. Burlington Northern	5.56
8. CSX	5.30
9. Eastern Air Lines	5.08
10. Santa Fe Southern Pacific	4.84

Glass & Building Materials

Rank	Score
1. Owens-Corning Fiberglas	6.71
2. Corning Glass Works	6.44
3. Libby-Owens-Ford	6.16
4. PPG Industries	6.03
5. Norton	5.54
6. U.S. Gypsum	5.44
7. Manville	5.28
8. Owens Illinois	5.10
9. CertainTeed	4.98
10. National Gypsum	4.33

Railroads & Transportation Equipment

Rank	Score
1. Fleetwood Enterprises	6.97
2. American Standard	6.42
3. Mack Truck	6.06
4. Coachmen Industries	5.96
5. Ogden	5.30
(tie) Todd Shipyards	5.30

Soaps & Cosmetics

Rank	Score
1. Economics Laboratory	6.73
2. International Flavors & Fragrances	6.66
3. Lever Brothers	6.51
4. Chesebrough-Pond's	6.26
5. Clorox	6.03
6. Colgate-Palmolive	5.94
7. Procter & Gamble	5.82
8. Revlon	5.68
9. Avon Products	5.58

Metal Manufacturing

Rank	Score
1. Inland Steel	5.54
2. Armco	5.39
3. Bethlehem Steel	5.02
4. Alcoa	4.99
5. National Intergroup	4.86
6. Reynolds Metals	4.71
7. Kaiser Aluminum & Chemicals	4.44
8. Alumax	4.36
9. LTV	4.05

Rubber & Plastic Products

Rank	Score
1. Cooper Tire & Rubber	6.39
2. Firestone Tire & Rubber	5.46
3. Dayco	5.34
4. Gencorp	5.31
5. Armstrong Rubber	5.13
6. Carlisle	5.02
7. Uniroyal	4.57
8. Rubbermaid	4.42
9. B.F. Goodrich	4.23
10. Goodyear Tire & Rubber	3.96

Telecommunications & Utilities

Rank	Score
1. U.S. West	6.42
2. Ameritech	6.30
3. Pacific Gas & Electric	6.29
4. Southwestern Bell	6.17
5. Pacific Telesis Group	6.01
6. Nynex	5.57
7. BellSouth	5.40
8. Bell Atlantic	5.34
9. Southern Co.	5.33
10. GTE	5.22

The best in 10 categories of selling

(Companies followed by scores, with highest possible score a 10)

Industry	Meeting Sales Targets	Opening New Accounts	Holding Old Accounts	Frequency of Calls/Territory Coverage
Glass & Building Materials	Libby-Owens-Ford 6.50	Owens-Corning Fiberglas 7.76	Owens-Corning Fiberglas 8.08	Owens-Corning Fiberglas 6.02
Metal Manufacturing	Armco 5.13	Inland Steel 5.39	Armco 6.32	Inland Steel 5.17
Publishing & Printing	Times Mirror 6.86	Times Mirror 6.84	Times Mirror 6.43	Times Mirror 6.57
Railroads & Transportation Equipment	Fleetwood Enterprises 7.67	Fleetwood Enterprises 7.03	Ogden 6.50	Coachmen Industries 6.81
Rubber & Plastic Products	Cooper Tire & Rubber 6.63	Cooper Tire & Rubber 6.13	Cooper Tire & Rubber 7.50	Firestone Tire & Rubber/ 5.56
Soaps & Cosmetics	Lever Brothers 7.22	Lever Brothers 7.05	Economics Laboratory 8.13	Economics Laboratory 7.44
Telecommunications & Utilities	U.S. West 6.57	Southwestern Bell 6.44	U.S. West 6.43	Pacific Gas & Electric 6.00
Transportation Services	United Parcel Service 7.35	United Parcel Service 7.59	American Airlines 7.35	American Airlines 7.04

companies had only that many companies listed.)

The grades given by respondents ranged from 1 (Poor) to 10 (Excellent), and the scores used to determine the overall rankings on the facing page represent an average of the 10 individual grades each company received. Generally speaking, any grade of 7.00 or higher is considered very good to excellent in this sampling, while scores at the 4.00 level or lower are fair to poor.

It is wiser, however, to judge the value of a company's score in relation to the scores received by the other companies in its industry group, for sales executives in certain industries tend to view themselves in a more favorable light than those in other lines of selling. For some reason, consumer products marketers have the highest regard for the professional abilities of their peers. Food and beverage companies received the highest average rating among the industry groups covered in S&MM's last survey, and this year it was the soaps and cosmetics category that topped the list with an average rating of 6.13. Sales executives in the troubled metal manufacturing industry gave their sales forces the lowest average score of 4.82, and the lowered expectations of steel industry sales executives is illustrated by Armco's winning rating of 5.13 in the area of meeting sales targets. The next lowest score among industry winners in that category was a 6.50.

> FOR SOME REASON, CONSUMER PRODUCTS MARKETERS HAVE THE HIGHEST REGARD FOR THE ABILITIES OF THEIR PEERS.

In most other areas, however, the current health of an industry seemed to have little bearing on ratings. Airline sales organizations are still feeling their way through all the ramifications of deregulation, yet the transportation services category copped the third highest average score, a 5.95. Meanwhile, companies in the burgeoning glass and building materials industry received the third lowest average rating of 5.60. It is important to take these industry averages into account when noting that the highest overall rating in the survey, United Airline's 7.02, appeared in a category with a high average score. The lowest overall score in the survey, a 3.96, went to Goodyear Tire & Rubber, yet the rest of the companies in the rubber and plastic products category mustered a lowly average grade of 4.98.

The rubber and plastic products industry also produced the most overwhelming victor. Cooper Tire & Rubber's 6.39 score topped No. 2 Firestone's 5.46 by nearly a full rating point, the widest winning

Product/ Technical Knowledge	Reputation Among Customers	Quality of Training	Ability to Keep Top Salespeople	Quality of Management	Innovativeness
Owens-Corning Fiberglas 7.69	U.S. Gypsum 7.17	Libby-Owens-Ford 7.88	Corning Glass Works 7.79	Owens-Corning Fiberglas 7.87	Corning Glass Works 6.59
Reynolds Metals 6.10	Armco 6.27	Alcoa 6.84	Inland Steel 6.71	Bethlehem Steel 6.21	Armco 6.37
McGraw-Hill 6.86	R.R. Donnelley & Sons 6.89	Times Mirror 6.71	New York Times 7.00	Times Mirror 6.88	Time, Inc. 7.02
American Standard 6.75	Fleetwood Enterprises 7.62	Mack Truck 7.14	Fleetwood Enterprises 6.63	Fleetwood Enterprises 7.63	Fleetwood Enterprises 7.17
Firestone Tire & Rubber/ Cooper Tire & Rubber (tie) 6.67	Gencorp 6.55	Cooper Tire & Rubber 6.68	Cooper Tire & Rubber 5.51	Cooper Tire & Rubber 7.22	Cooper Tire & Rubber 6.79
Economics Laboratory 7.22	International Flavors & Fragrances 8.02	International Flavors & Fragrances 7.09	International Flavors & Fragrances 6.94	Lever Brothers 7.46	Economics Laboratory 6.43
Ameritech 7.29	U.S. West 6.43	U.S. West 7.14	Southwestern Bell 6.78	U.S. West 6.71	U.S. West 6.86
United Airlines 7.31	United Parcel Service 6.92	Delta Air Lines 7.24	United Parcel Service 7.53	Delta Air Lines 7.15	United Airlines 7.37

©Sales and Marketing Management.

margin among all industry groups in the survey. Cooper also took top honors in 8 of the 10 selling functions each company was rated on, though it lost out to Gencorp in the category deemed most important by respondents—reputation among customers. Cooper's triumph underscores the maxim biggest is not always best; it had the lowest sales volume of all the tire companies in its category.

Races were so close in other industry groups that a look at ratings for individual sales force functions is merited to get a clear picture of how companies stack up. (See the table on pages 52 and 53.) United Airlines edged out United Parcel Service (UPS) in the overall transportation services rankings, for instance, yet managed only two first-place finishes in the individual rankings. UPS's sales force, however, received the highest scores for reputation among customers, meeting sales targets, opening new accounts, and its ability to keep top salespeople. Delta Air Lines also copped two individual awards, for quality of management and training, as did American Airlines, for holding old accounts and territory coverage.

Armco hangs tough

Much the same scenario developed in the metal manufacturing category, in which second-place Armco took four individual awards vs. only three won by first-place Inland Steel. In fact, Armco was singled out for the two sales force missions considered most important by survey respondents—maintaining the company's reputation and keeping hold of old accounts (see related story, page 55).

None of the companies that finished at the bottoms of their respective heaps saved any face with wins in the individual categories. Yet it should be noted that some of the losers in this year's survey suffered because respondents did not have intimate knowledge of their sales operations. Nearly 70% of sales executives rating metal manufacturing companies said they knew last-place LTV "by reputation only," and more than half of the respondents in the glass and building materials industry had the same to say about that category's loser, National Gypsum. A few others lacked excuses, however. The poor performance of the Sprint long-distance telephone service certainly played a part in GTE's tenth-place finish in the telecommunications and utilities industry. Yet Gannett, the nation's largest newspaper chain and publisher of *USA Today*, was a surprise as the cellar-dweller in the publishing and printing category.

Now that you know where some of the best sales forces in the country reside, you probably want to find out how they got to the top. S&MM interviewed executives at each of these companies to learn their sales methods and philosophies. Find out what they are on the following pages. S&MM

The qualities of quality

What makes for a solid sales operation? Sales execs reveal their choices.

What characteristics are the most important in the making of a top-notch sales force? According to the results of this year's Best Sales Force Survey, the No. 1 consideration is a company's reputation with its customers. A convincing 76.9% of those surveyed rated reputation as "extremely important" to the success of the sales effort, with another 19.2% terming it "very important." Following close behind reputation, which was also rated first in last year's survey, were the maintenance of present accounts and the quality of sales force management. But it is the numbers behind the rankings that tell the real story of what's hot and what's not.

In addition to rating individual companies by industry, survey respondents were asked to rank each of the 10 survey characteristics in order of their importance in maintaining a quality selling operation. When the results were tallied, the second most important consideration, holding old accounts, was rated as "extremely important" by 61.5% of survey respondents. Interestingly, if we combine the responses from those who felt this category was either "extremely important" or "very important," the resulting 97.6% figure edges out the reputation category's combined total of 96.1%, showing them to be nearly equal in the minds of respondents in terms of their relative importance.

Quality of management, meanwhile, finished a close third in the combined totals, pulling down a 92.2% response and an "extremely important" rating of 51.1%. In addition, respondents listed as "very important" opening new accounts (48.4%) and meeting sales targets (46.9%), as well as product and technical knowledge, which was deemed "very important" by 46.1%.

Surprisingly, only two of this year's winners, Fleetwood Enterprises and U.S. West, had the highest marks in the reputation category in their respective industries. Given this fact, is reputation still an important consideration?

"I think reputation is number one, at least in our industry," says Fleetwood director of marketing, Jim Sheldon. "It identifies the product, the quality of service. It's kind of an all-inclusive category."

Cooper Tire & Rubber, winner in the rubber and plastic products category, placed first in 8 out of 10 areas, although reputation was not one of them. Patrick Rooney, Cooper's vice president of sales, thinks this may have more to do with how respondents defined reputation, rather than how the company placed in the final tally.

"If reputation is synonymous with market share, for example, or with advertising or name-recognition," says Rooney, "then I would have to say that we might suffer there, since we're not as well known as some of the other companies, such as Firestone, Goodyear, or Goodrich."

Rooney feels that Cooper's smaller-sized operation may have helped it top the bigger companies in the quality of management category, a view supported by the fact that Cooper received its highest ratings in this area and in the area of holding old accounts.

"I think," says Rooney, "we rated high in all these categories—especially in the quality of management—because dealers tend to look at us as a mouse running around in a herd of elephants, and they feel we must be doing something right if we're able to survive without them stepping on us." S&MM

What factors are the most important in running a quality selling operation?

Reputation among customers	76.9%	19.2%
Holding old accounts	61.5	36.1
Quality of management	51.5	40.7
[illegible]	[illegible]	[illegible]
Quality of training	[illegible]	[illegible]
Opening new accounts	35.8	48.4
Meeting sales targets	38.8	46.9

Travellers' NETWORK

By GERALD A. MICHAELSON

Hotel wrap-up

We didn't have room to supply all the details on our readers' hotel preferences in the last issue, so here's the balance of the hotel results from the sales and marketing travellers survey conducted in January.

Location was obviously an important factor to travellers who were asked to name the one hotel where they'd most like to spend a vacation—if money was no object. The list is long, but the clear favorites are:

Breakers—Palm Beach
Fairmont—San Francisco
Greenbrier—White Sulphur Springs, WV
Hyatt Grand Cypress—Orlando
Hyatt Union Square—San Francisco
Mark Hopkins—San Francisco
Marriott—Hilton Head
Marriott—Marco Island, FL
Westin Plaza—New York City
Westin St. Francis—San Francisco
Stanford Court—San Francisco

Here, also, is the completion of the list of favorite hotels in major U.S. metro areas that was begun in last month's column:

Philadelphia: Our survey says that sales and marketing travellers prefer to avoid the center of the city known for all that brotherly love. Marriott was the name most frequently mentioned, and that chain's two hotels here are located at the airport and on City Line Avenue, some distance from center city. The downtown favorite is the Westin Bellevue Stratford, which (sorry, travellers) closed its doors two months ago.

San Francisco: The choice spot is the Westin St. Francis, closely followed by the Hyatts at Union Square and Embarcadero. At Fisherman's Wharf, Marriott is the pick, and Nob Hill fanciers prefer the Fairmont and the Stanford Court.

[redacted]

Washington, DC: There are more Marriotts in the DC area than we can list here, and most respondents cast their votes for "any Marriott." Also high on the list: The Watergate, the Sheraton Washington, the Hyatt, and the Four Seasons.

It is worthwhile to note that most of the top metro-area hotels are also the largest. In future columns, we will look at some of the excellent small hotels that are often overlooked in the big cities.

A car is a car

It's tough to tell a Chevy from a Buick these days, and S&MM readers feel the same way about rental car companies. As you can see, the 200-plus survey respondents like and dislike the top four companies pretty much evenly, though it's funny how Avis gravitates to its familiar No. 2 spot.

Agency	Good	Average	Bad
Budget	43%	45%	12%
Avis	41	47	12
Hertz	40	45	15
National	34	50	16

The first three seem about equal in the esteem of S&MM readers, with National slightly out of favor. There were also quite a few write-in votes for Alamo, Dollar, and Thrifty, though they all rated lower than those above.

While Hertz finished third in overall rankings, readers said it was tops in the individual categories of fast service, clean cars, and dependable cars. Avis, too, received high marks for quick service.

Airline highs and lows

When it comes to rating airlines, sales and marketing executives have more clear-cut preferences. Respondents sort them into four distinct groups.

Airline	Good	Average	Bad
The Elite			
Delta	78%	20%	2%
Piedmont	64	33	3
Quality Carriers			
American	56	39	5
United	48	42	10
Standbys			
TWA	36	46	18
Northwest	32	49	19
Republic	29	60	11
Wounded Wings			
Pan Am	21	44	35
Eastern	18	44	38
U.S. Air	15	56	29

Readers say they fly most often on Delta, followed by American, Eastern, and United. Piedmont is not large enough to have been listed on our ballot, but surged to the top on a wave of write-in votes. New York Air also received write-in praise, but not enough to be listed.

Delta is also the clear winner in networkers' ratings of individual traits. It walloped all other airlines by at least 50 percentage points in the voting for best food, and was also selected as the carrier with the most punctual and courteous service. United, however, was deemed to have the superior frequent flier program.

Eastern crashed in the individual rankings. Though 160 respondents say they fly the airline regularly, just 8 rate it high for courtesy, and only 4 praise Eastern's food.

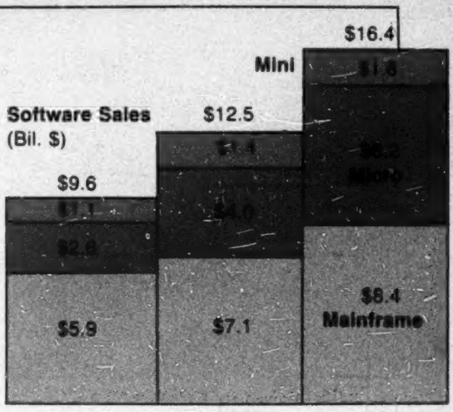
Send in your travel triumphs and travails to Porch Club, Sales and Marketing Management, 633 Third Ave., New York, NY 10017. Names will be withheld on request.

ing market environments.

Implementation of strategic information processing, Cantrell points out, involves three steps. "First, target the information you need to monitor industry developments," he says. "Second, let your salespeople know how the competition is using information technology and your own plans for doing the same. Third, institutionalize the approach so that information processing becomes a rigorous discipline."

COMPUTER HIGHLIGHT

PCs spark software growth in 1986



Source: *Software News.*

Software sales gains this year will again be paced by PC users, according to a survey of more than 1,000 organizations by *Software News*, the results of which were revealed at a recent Merrill Lynch conference on software industry prospects. Total software sales will rise 31% to $16.4 billion (vs. 30% gain last year), but micro software spending will surge 55% to $6.2 billion (vs. 53% in 1985). Mainframe software is slated to move up only 19% (vs. 21% in 1985), according to *Software News*, and minicomputer software 28% (vs. 32% last year).

"On balance," says Merrill Lynch vice president Stephen T. McClellan, conference organizer, "these numbers are surprising as the software companies do not yet see an upturn in their own orders." He adds: "The survey is the first indication of a pending upturn."

However, it's worth noting that, according to *Software News's* data, last year's forecast underestimated actual outlays by 10%. If that pattern holds true this year, total spending will top $18 billion, $7.1 billion of that going for PC software.

BYTES

Decision Resources, Westport, CT, introduced Map-Master, a PC mapping software product that creates custom maps for use in slide presentations and reports. User-entered data are converted into shaded maps that display states, counties, Zip Codes, ADIs, DMAs, or user-defined geography such as sales territories, says Sean O'Connor, president. A DataGrabber feature imports data from spread sheets or corporate databases, he adds, and colors or hatching patterns are adjusted when new data are entered. Map-Master runs on IBM PCs and compatibles, requires 384K memory, is priced at $395. S&MM

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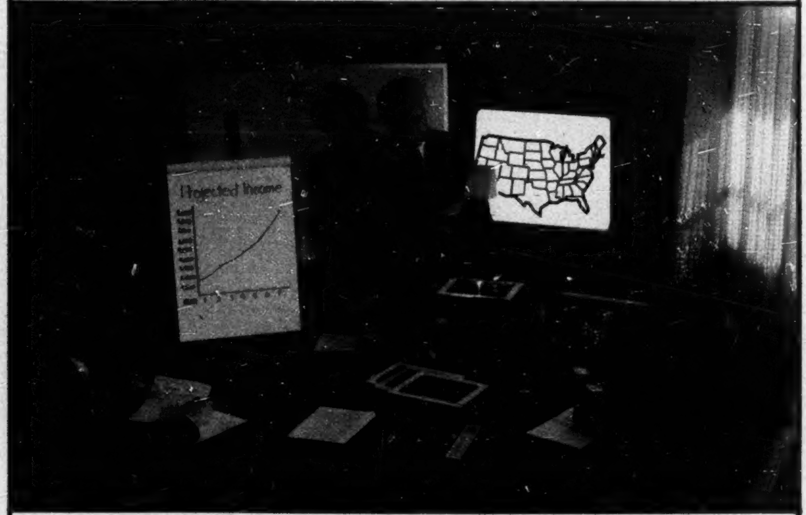

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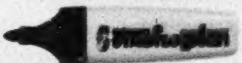

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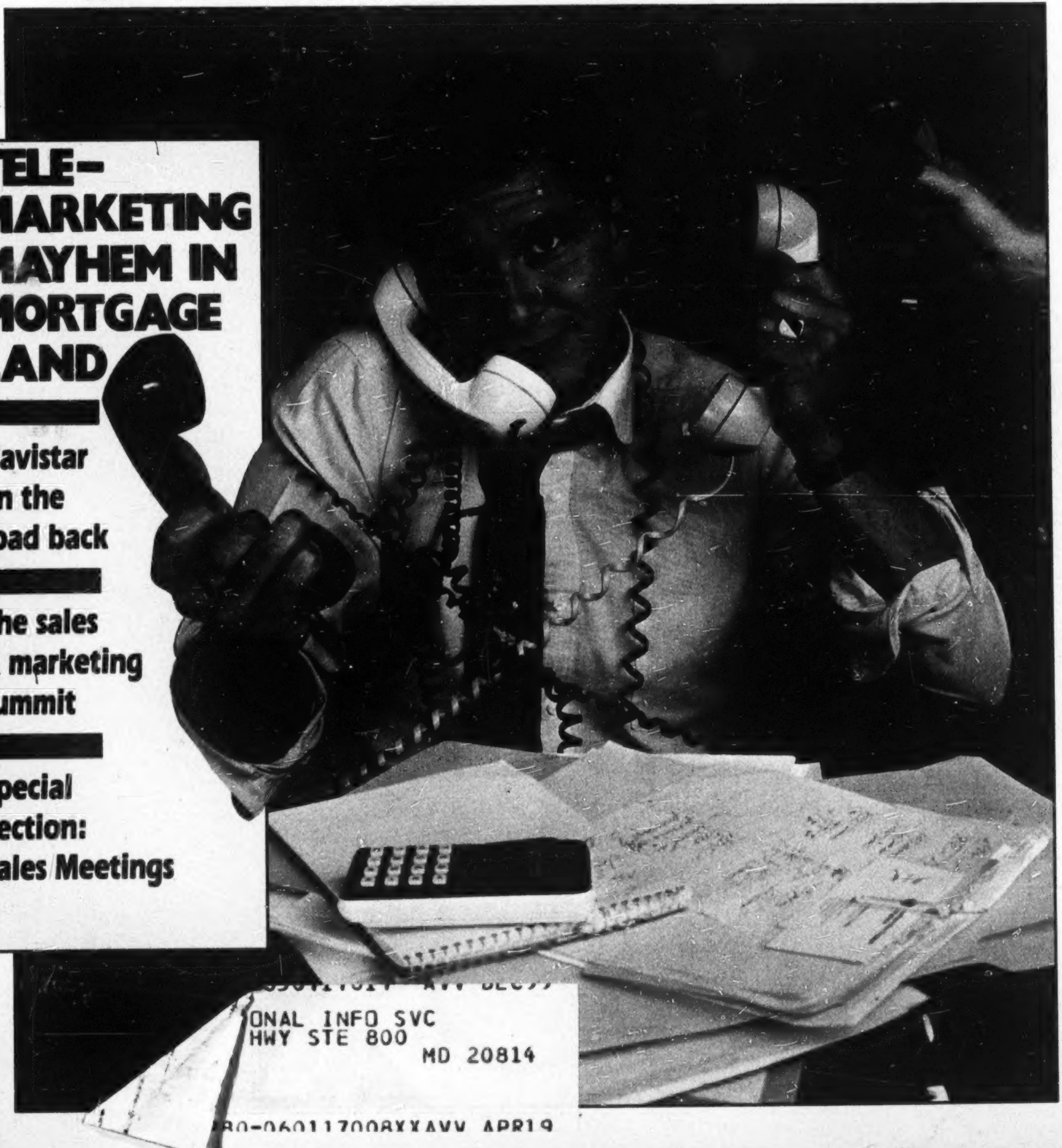

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In their haste to accommodate huge numbers of home-mortgage applicants, the nation's banks are showing themselves to be unprepared as telemarketers. See page 46.
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Demographics in Action

Women: Can't live with 'em . . .

You have no doubt heard the ancient adage above, but the truth is that, today, a lot of them just don't feel it's necessary—to live with someone, that is. At least that's part of the picture painted by two recent studies on the American woman that have been receiving a lot of media attention lately. One, an as-yet-unreleased report by a combination of Yale sociologists and Harvard economists, has already been the subject of both a *Newsweek* special report and a recent *Phil Donahue* show.

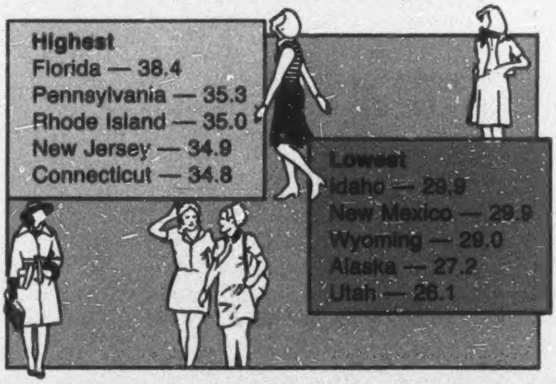
So what's the big deal? Well, it seems that all those career-oriented women who have been making great strides in business have just been given the word that once they've reached age 35, white, college-educated women have only a 5% chance of marrying. The odds decrease to just 2.6% by age 40.

Needless to say, this is not the kind of thing that daughters need to have their mothers find out about. By the reckoning of most post-war moms, anyone past the age of 25 is already in big trouble in the marriage sweepstakes. The authors of the report are quick to point out, however, that "there is no certainty" that any of their findings will carry through into any long-term statistical trends. Still, the alarm bells have been sounded, and it seems that any women wishing to be cast adrift on the seas of matrimony should report to the lifeboats immediately.

As for those who have already reached or passed the dreaded milestone of 35, most of them haven't reacted too badly to the news. In fact, the continued surge in the number of single-person households, coupled with declining marriage rates, indicates that many women are still choosing career over marriage, something we have known for quite some time now. Once again, it's the statistical perspective that makes this report such a hot topic with today's working woman. In this situation, what it really boils down to is a question of availability rather than choice.

As seen by the Survey

The high and the low: Women's median age in selected states



Source: Sales and Marketing Management's *1985 Survey of Buying Power Data Service*.
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The huge numbers of women currently at the typical age of marriage are a result of an aging baby-boom generation that has simply overloaded the system, creating a "marriage squeeze." This is complicated by the fact that, historically, women have elected to marry men slightly older than themselves, and those men just aren't out there in the marriage marketplace. The solution? An increasing number of women have begun to look to younger men for partnership, or have decided not to look at all.

The generation gap

A second report, prepared by the Battelle Human Affairs Research Center, Seattle, for *Cosmopolitan* magazine, addresses the changes in the lifestyles of American women as they relate to previous generations. From these findings, Cosmo has ascertained that today's woman has a lot more in common with her grandmother than she does with good old mom, especially in the areas of marriage and childbearing. The data show that, for the first 40 years of this century, more than 40% of all women aged 20–24, 25% of women aged 25–29, and 15% of women aged 30–34 were unmarried, numbers roughly equivalent to today's figures. It was only during the next 40 years—the baby-boom years—that women's marital patterns changed so drastically.

The same holds true for figures showing women's median age at the time of first childbirth. The historical trendline hovers around age 23 between 1880 and 1900, at which point it then rises sharply for roughly 20 years. During the 1920s, rates began a steady decline, reaching an all-time low of 21.5 years in the early 1930s. Median age figures then remained below age 22 until about 1950, at which point they begin to rise once more. Here again, it is the mothers of today's women who went against the historical trend, pushing fertility rates skyward between 1938 and 1958, the only such major fluctuation in the last 200 years.

So take heart, all ye women reaching the age of decision. If the dinner table discussion turns to questions of men and matrimony, just tell your mother that you're simply following your historical destiny. Then ask her why she felt it was necessary to create statistical havoc by getting married and having children at such a young age.

By Richard Kern
Editorial Director, S&MM Surveys

Kahn, founder and president of three-year-old Borland International, Scotts Valley, CA, unveiled his first product, Turbo Pascal, at the unheard-of price of $49.95, he placed a small ad in *Byte* magazine. The price attracted $150,000 in orders the first month, sales vice president Spencer Leyton recalls. "At the time, the projected market for Pascal, a sophisticated computer language, was 25,000 units. We've sold over 500,000." A year later, Kahn did even better with SideKick, a $49.95 desk organizer, that has sold more than 1 million copies, says a company source.

Equal share

Although low prices spread Borland's name fast, "it was the product quality that kept sales soaring," says Tim Berry, a former member of the board of directors and now president of his own software outfit, Infoplan. Industry observers estimate Borland's sales have rocketed from $10 million in 1984 to $24 million in 1985 to a projected $50 million this year.

Leyton figures 15% of revenues come from telemarketing, an equal share from direct sales to corporations and educational institutions, the rest from distributors and dealers. To fatten the corporate share, he recently introduced a volume purchase plan, offering discounts of 35%–55% to buyers who commit themselves to purchases of from $500 to $75,000.

Last month, he began advertising in local newspapers around the country for salespeople to supplement the two he has in the field. He hopes to hire at least 15 by year-end and, unlike most in the industry, is not concentrating on those with computer experience. "We look for people who know how to sell and have smarts," he says. "We'll teach them what they have to know in order to sell the product and let others handle the technical questions."

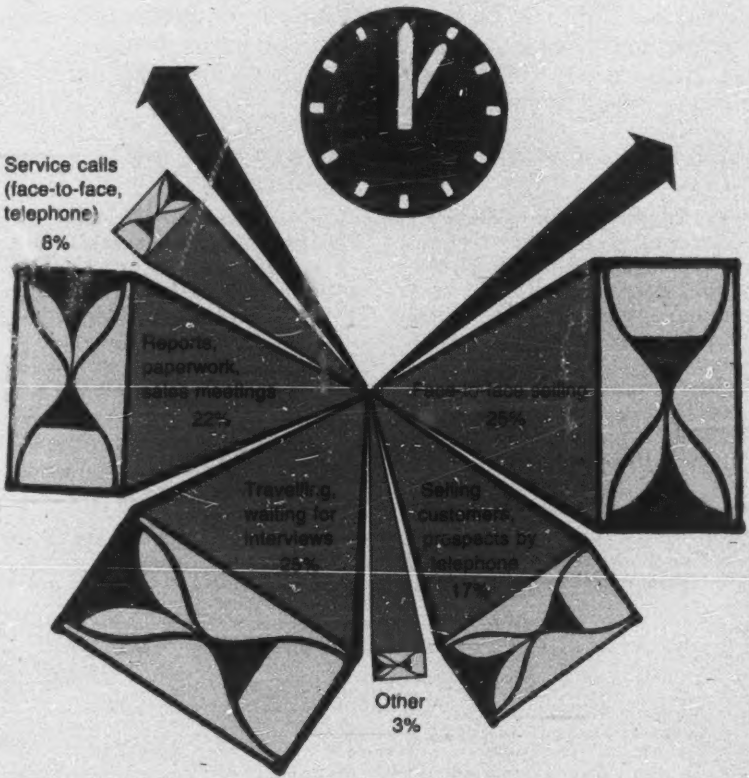
He doesn't think Borland's low

Sales management highlight

Are salespeople gaining more selling time?

The increased use of telephone selling in order to curb the rising costs of personal selling is underscored in McGraw-Hill's new survey on how salespeople spend their time. A report issued by the company's Laboratory for Advertising Performance last month shows the average industrial salesperson spends 25% of his time in face-to-face selling, 17% selling customers and prospects by phone. A previous survey done in 1977 that reported 39% of the salesperson's time was taken up in face-to-face selling did not include a breakout for telephone contact because of its lesser importance. However, a comparison of other categories suggests that salespeople are gaining more selling time. Travelling and waiting for interviews decreased from 32% of total time in 1977 to 25% currently, and time spent on reports, paperwork, and meetings slipped from 24% to 22%.

9 to 5: how salespeople spend their day



Source: McGraw-Hill, Laboratory for Advertising Performance, *How Salespeople Spend Their Time:* LAP #7023.2.
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The food industry's hi-tech

Food marketers and brokers work out their problems using a computer database and set the stage for a new era in sales-agent relations.

By THAYER C. TAYLOR
Senior Editor/Management Sciences

When Nabisco Brands, the Parsippany, NJ, subsidiary of RJR Nabisco, combined its Planters and Margarine divisions to form the Grocery Broker Operation, a $1 billion-plus revenue producer, staffing decisions were influenced by an outside computer database. "What our 65 brokers had told the database about the style and performance of the contact managers of the two divisions helped us evaluate who to keep and who to let go," says Robert P. Magrann, staff vice president of sales.

The same database triggered James River-Dixie/Marathon, Richmond, VA, to add several district managers to its field selling operation. "Our 78 brokers told the database they didn't think we were allocating enough time to their needs," says William Stanley, sales director of the Dixie Products Group.

Computerized databases are not new, but grocery products marketers are giving the idea an unusual twist that can serve as a model for other industries seeking to harmonize and strengthen relations between marketers and the sales intermediaries they use—brokers, distributors, manufacturers' reps—to reach end-users. In this case, the marketers participate in the database to learn what food brokers think of their strategies, policies, and sales personnel, and what areas of broker management need improvements.

Started two years ago by the Northeastern Organization, a Trumbull, CT, management consultant, the database is built upon responses to questionnaires sent to food brokers currently representing 16 grocery product marketers (called principals in the trade) who, at $20,000 apiece, fund the project, called NeoProbe (Northeastern Organization's Principal Review of Broker Evaluation). To date, 86% of almost 900 questionnaires have been returned, says Northeastern president James H. Huguet, who eventually hopes to have 80-100 principals in the project.

Benefits that marketers gain from the project fall into two main classes, says David W. Cole, a consultant with Neo Research, a sister company created by Huguet to handle the database. Using NeoProbe, a principal can learn how his company stacks up against all-industry norms and also pinpoint areas that need improvement.

"If I get a rating of 'very good' from my own survey of brokers, I can't relate it to anything," points out James M. Burt, senior vice president of sales and marketing, California & Hawaiian Sugar, San Francisco. "Now, I relate it to the database's average and know whether it's exceptional or standard." Comparative ratings are important, Huguet adds, because "even if their products don't compete directly, principals are competing for the broker's time. To the extent a principal gets a broker more committed to his product, the more he gets for his money."

Tim Haas, senior vice president of sales, Coca-Cola Foods, Houston, views the database's findings as "a road map for us to take action where brokers perceive we can do better. As we deal in an environment of increasing consolidation among retailers, brokers, and manufacturers, it's important for us to have brokers view us as a preferred principal."

The questionnaire's two-part format is designed to provide input to the database as well as highlight areas of concern special to each principal. The first part, the database source, measures broker attitudes in nine areas: perception of the principal, strategy and objec-

How broker account executives view sales manager's visits

How do you feel our managers allocate their time?	Entirely Too Much	Too Much	About Right	Too Little	Entirely Too Little
Time spent in your office	1.8%	10.7%	77.9%	8.4%	1.2%
Time spent planning with you	0.7	2.8	74.8	18.3	3.4
Frequency of market visits	4.0	13.0	70.2	11.2	1.6
Time spent at retail	0.5	4.4	68.5	22.8	3.8
Time spent making headquarter calls	0.3	3.4	65.2	25.4	5.7
Time spent conducting retail meetings	0.1	0.9	55.8	33.4	9.8

Source: Northeastern Organization, *NeoProbe*.
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Although brokers generally feel company sales managers spend an adequate amount of time calling on them, they don't feel the time is maximized fully. More than two out of five feel not enough time is devoted to conducting retail meetings, and almost one-third want more headquarter calls.

marriage counselor

tives, manager performance, staffing, training and development, manager time allocation, communication, commissions, and marketing and promotion. The second part comprises open-end questions inserted by the principal to elicit information on areas he considers vital.

So far, participating marketers have not been shy in making changes after digesting NeoProbe's findings. In addition to the post-NeoProbe actions taken by Nabisco and James River, Coca-Cola Foods instituted a three-pronged commission plan, SCM Durkee Famous Foods started a new sales manager training program, and Star-Kist Foods was motivated to put a new sales plan into action.

Overall findings from NeoProbe touch on eight areas where brokers feel improvement is needed, says Huguet and Cole:

1. Develop better ways to market, especially through communicating a clear and consistent strategy and building market goals that are realistic, reflect the local market's potential, and benefit from broker input.
2. Fair and adequate commission plans.
3. Better communication of objectives, strategies, tactics, and product benefits at all levels within the brokerage: president, account executive, and retail sales manager.
4. Create skills profiles of the best sales managers and use them as the basis for new hires.
5. Execute ongoing training programs to build management skills.
6. Maintain broker coverage on an ongoing basis, emphasizing the proper frequency and coverage quality.
7. Create a partnership environment, where the principal is the expert on the line and product, the broker the expert on the local market.
8. Develop marketing programs that meet local market needs, with broker input on effective selling materials, adequate lead time on promotions, sufficient trade development funds, and effective consumer promotions.

Significantly, each level of broker management has its own ideas on where relations need the most improvement. More than a third of the presidents, 37%, feel principal's goals do not reflect market potential, mostly because, 44% say, they are created without broker input.

Account executives give their lowest ratings to marketing and promotion activities. Some 40% say that trade development funds are inadequate, 43% that not enough time is devoted to retail meetings, and 33% that creative sales presentations are not developed.

Adequate training

Much of this concerns stems from lack of communication. "In order to understand each other's short- and long-term needs," says Michael Sulach, president, Calkins & Co., Chicago brokerage, "there has to be more top management-to-top management dialogue to build stronger links."

Training is the big concern of retail sales managers. More than three out of five, 64%, say new retail salespeople don't get any help on how to sell and merchandise, and some 35% feel their sales forces do not receive adequate training on how to sell and merchandise new products.

Training of broker sales personnel is a prickly issue—one that is not likely to be resolved soon. Stating the broker's case, Frederick M. Alper, president of Morris Alper & Sons, Framingham, MA, reasons that "National brand marketers have greater training resources, both financially and professionally, than brokers who, for the most part,

How food broker management perceive their principals

Perception of:	President	Account Executive	Retail Sales Manager
Company	80	79	77
Strategy/objectives	72	70	77
Manager performance	74	75	72
Staffing	70	70	N.I.
Training/development	77	78	67
Commission plan	74	74	N.I.
Communications	N.I.	72	72
Marketing/promotion	N.I.	68	73

N.I. Not included in questionnaire.
Note: Scores based on 25 for "strongly disagree," 50 for "disagree," 75 for "agree," and 100 for "strongly agree."

Grocery products marketers are favorably perceived by food brokers, but retail sales managers want more help on training and development and account executives feel that marketing and promotion programs can be improved.

are independent businesses in local markets. We'd like to see them share that training capability with brokers."

At least one broker would like to see better training of salespeople who call on him. "To some extent, when a principal hires a salesperson from another company," says chairman Frank Bosworth Jr., R. L. Fitzwater & Son, Pennsauken, NJ, "he is put in the field without much understanding of his capabilities. As a result, we end up training him."

The training issue is a complex one for principals. "There are two training areas involved," says Allyn Ayotte, sales vice president, Star-Kist Foods, Terminal Island, CA. "First, there is product knowledge, where the principal teaches the broker about the product, the marketing plan behind it, and its market target. Second, the broad-scale training that reinforces a broker's expertise. There can't be one focussed approach to this type because each manufacturer has his own axe to grind, and the broker would get bits and pieces from different directions."

If the training issue defies resolution, that's not stopping marketers from addressing other areas of broker concern. The catalyst, says Nabisco Brands' Robert P. Magrann, staff vice president of sales, "is the need to do those things that move our business forward in partnership with brokers."

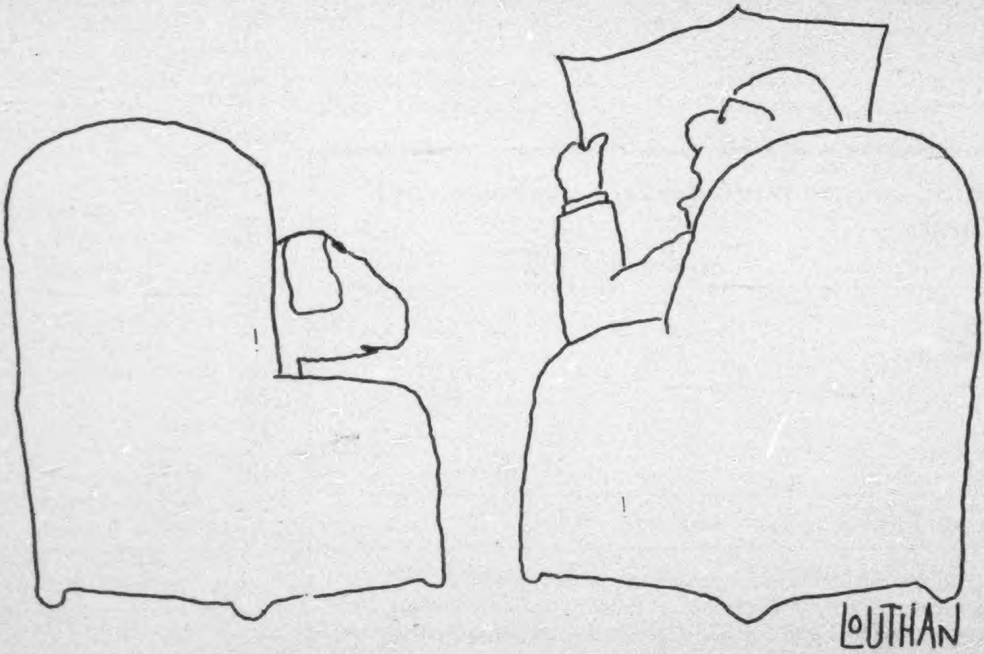
James River is developing a computerized retail shelf allocation program brokers can use for submitting planograms to retailers on the display of Dixie cups and plates. "Direct product profit is the buzzword among retailers today and that means we must give brokers more sophisticated tools," says sales director William Stanley.

Coca-Cola Foods is attacking each specific area where its 65 brokers suggested improvements, says senior vice president of sales Tim Haas. One example: A three-pronged compensation plan that gives brokers commissions for the frozen and chilled products they handle, incentives for meeting certain performance goals, and special payments for new product introductions.

At SCM Durkee Famous Foods, Joliet, IL, which uses 80 brokers, the emphasis is on training programs that "make our people understand the brokerage business better," says John Lowrie, vice president of sales and marketing. "We're adding new training courses on advanced broker management that will run for three days and teach our top salespeople how to manage brokers more effectively."

Standardized order forms are one of several refinements made by Star-Kist Foods "to make things easier for brokers," says Ayotte. He also prepared a White Paper "that gives brokers clear directions on what they can expect from us and what we expect from them," he adds. "The idea is to cement in the minds of our people that we are a team, that broker success is their success, and vice versa."

Encouraged by the high rate of broker response, and the follow-up actions taken by principals, Huguet and Cole are readying a second NeoProbe. This one will give principals the opportunity to rate their brokers and allow brokers to put even more pointed questions to their principals.



"You might be interested to know that pork bellies took quite a dip."

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The Computer in Sales and Marketing

by Thayer C. Taylor

Xerox account managers get PCs in their homes

Some 1,000-plus national account and major account managers of Xerox's Business Systems Group, Rochester, NY, now have PCs in their homes as the company moves ahead with a dramatic revamping of its sales organization (see S&MM July 1, 1985). A PC that Olivetti customizes for Xerox is being used.

"The 'hot line' information that used to take 1 week to 10 days to get to salespeople in the field through the mail is now available to them as soon as it's put into the system," says David R. Myerscough, senior vice president of marketing and planning. Such information includes "moves by the competition, new applications customers devise with our machines, product updates, price changes, and any new data we come across about their territories that could help them in their planning."

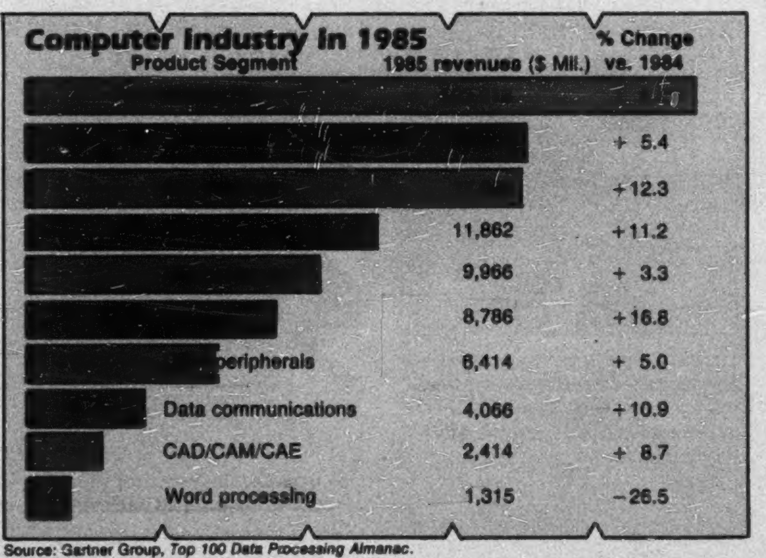
Myerscough urges management to work at their own pace at home.

The managers use the PCs to prepare all of their proposals and system productivity analyses, plug into the several databases Xerox maintains, and carry out much of their sales training. "About a third of our selling and product training programs are geared so that the managers can do it at their own pace on the PCs in their homes," says Myerscough.

In another move to make its sales force the most computer-sophisticated one in the office automation industry, Xerox has outfitted salespeople in two branches with hand-held terminals that are used to send in orders directly from customer sites. "The experiment's aim," a company spokesperson says, "is to eliminate the manual efforts that sometimes produce errors."

Not everyone singing the computer blues

Widespread talk about a continuing computer industry slump that began last year overlooks the fact that certain sectors enjoyed healthy gains last year. As the 1986 edition of the Gartner Group's *Top 100 Data Processing Almanac* reveals, computer service, equipment maintenance, end-user peripherals, and data communications hardware posted double-digit gains. The top 100 data processing firms, analyst Ross Crad says, account for 95% of industry revenues and did $114.6 billion worth of business in 1985, an increase of about 8% over the previous year.



Source: Gartner Group, *Top 100 Data Processing Almanac*.
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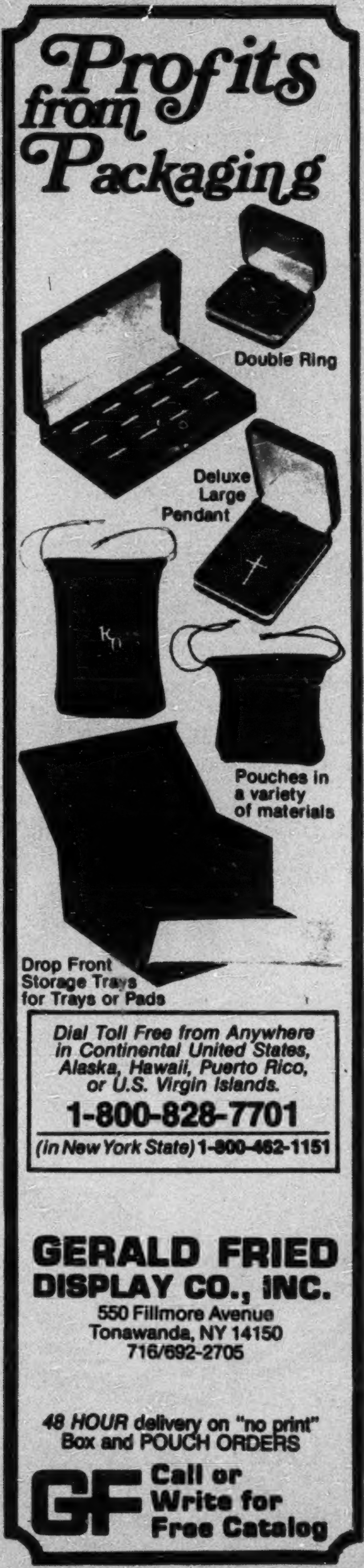
With more to sell, U-Haul turns to PCs

Now that it offers a much bigger bag of services, U-Haul International, Phoenix, is placing 4,000 desktop PCs in 1,200 retail rental sites in the U.S. and Canada to help control expanded operations. The company recently broadened its truck and trailer rentals by adding motor homes, travel trailers, home maintenance and entertainment products, auto transports, and tow dollies.

"We're automating our rental offices to handle reservations better," says Lawson Roberts, chief administrator and director, "move the customer in the store faster, provide him with more accurate informaion, and reduce our paperwork." The computers (Burroughs B27 workstations), part of a $10 million contract, are currently being installed in the Dallas/Fort Worth market, with Los Angeles and San Diego the next targeted areas. Roberts says he hopes to have all of the installations completed by December 1987.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Marketers, techies, unite!

"Competing more effectively through the use of information technology" has become a standard nostrum on the lecture circuit. However, as was noted at the Conference Board's recent 4th Annual Conference on Information Management, the ideal is far from actuality.

Although one of the three most popular justifications for investing in information technology is that it "improves our ability to compete in the marketplace through better products, interlocking arrangements with customers, exploitation of new market opportunities, and improvements in internal performance," says John J. Connell, executive director, Office Technology Research Group, "the gap between the marketer and the technology specialist is a yawning chasm."

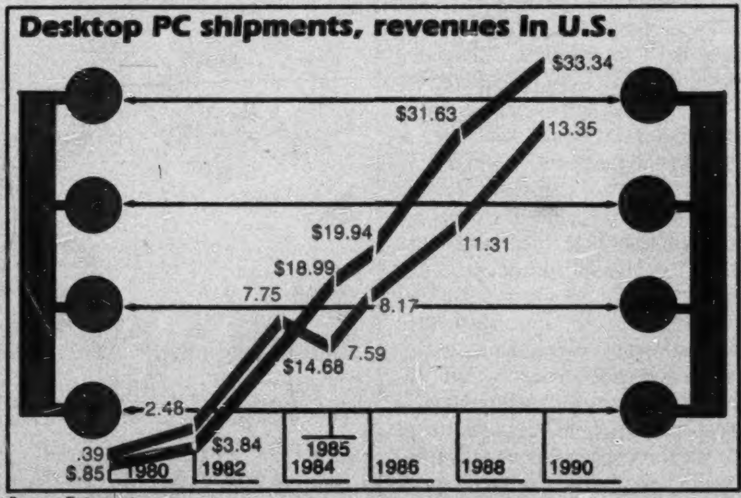
"The way to bridge the gap," he says, "is to make the use of machines a normal operating activity in the office. When that happens, marketers will become comfortable with technology and be able to communicate with technologists." Compared to the other two major investment justifications—streamlining processes and exploitating alternatives to human communications—Connell said improving the ability to compete "offers the greatest potential return to the enterprise in terms of concrete, bottom-line gains."

The growing trend of direct computer-to-computer links between marketers and suppliers has an upside and a downside, warned John M. Thompson, vice chairman, Index. "The good news is, once you have information about your organization tucked away in your suppli-

COMPUTER HIGHLIGHT

PC's roller-coaster decade

Most industries would be more than happy with an annual 15% growth rate, but for PC marketers it's a cruel comedown. New projections by Dataquest, a San Jose research firm, indicate that, in the last half of the 1980s, shipments and revenues of desktop PCs in the U.S. market will rise 76% apiece. That's a bleak contrast to the decade's first-half, when shipments soared 1,846% and revenues 2,134%. This year, shipments are expected to reverse 1985's 2.1% falloff and rise 7.6% as revenue gains slow from last year's 29.4% runup to a modest 5.0% this year, reflecting the invasion of low-priced IBM clones.


Desktop PC shipments, revenues in U.S.

Source: Dataquest.
*Sales and Marketing Management.

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Sales and Marketing
MANAGEMENT

CHANGE IN INCOME CALCULATIONS
This year's Survey contains new Effective Buying Income data for households. See page A-8 for information on these and other changes.

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1986 Survey Of Buying Power

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Section A: Editorial features and highlight tables with the most up-to-date information on U.S. markets

Section B: National, Regional, and State summaries, and rankings of metropolitan markets

Section C: Metro Area, County, and City data by state. More than 200 pages of demographic and socioeconomic statistics on population, Effective Buying Income, and retail sales

S&MM

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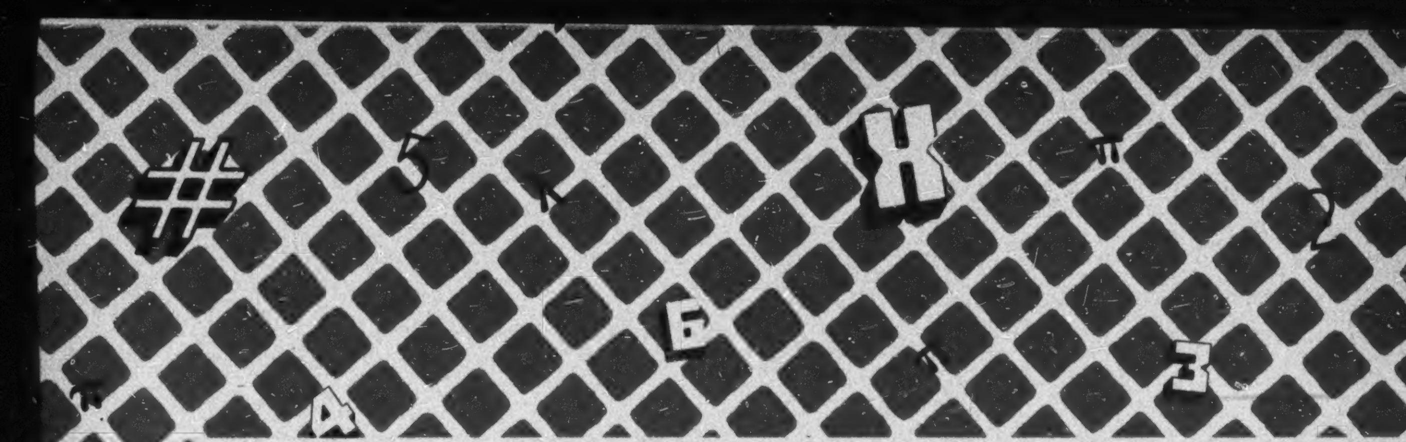
ABP ABC MPA

Section A

CHANGE IN INCOME CALCULATIONS!

Due in part to the recent publication of new income-related data from the Bureau of the Census, Bill Communications' Market Statistics Division has undertaken a major recalculation of Effective Buying Income (EBI) statistics. The latest *Current Population Survey (CPS)* from the Bureau has revealed problems in the methodology used in 1983 to convert Total Aggregate Income (TAI) to EBI. The original calculations, when compared to Bureau of Economic Analysis data for the same year, necessitated an upward shift in the distribution of income values relegated to household groups, which in turn resulted in an overestimation of median household EBI figures in the 1983, 1984, and 1985 issues of the *Survey*. The new *CPS* data received this year made it clear that this overestimation, if allowed to compound itself until the release of new income data, would result in household income totals that were artificially inflated well beyond the actual rates of increase for individual metros and counties. This adjustment results in median household EBI figures in this year's *Survey* that average 12% *below* last year's figures, and users of *Survey* data should take this into account when making comparisons of data between the 1985 and 1986 issues. S&MM and Market Statistics regret any problems this reajustment may cause for our readers, but we feel that this recalculation is absolutely essential to insure the continuing accuracy of *Survey of Buying Power* data. A more detailed explanation of this and other changes in this year's *Survey* can be found on page A-8.



SBP: In the interest of accuracy

New income data from the Census Bureau has caused us to make some changes in this year's *Survey* that will affect median household Effective Buying Income totals.

There's some good news and some bad news in this year's edition of the *Survey of Buying Power*. First, the bad news. If you turn to the back of the *Survey* looking for statistics on Canadian provinces and metro areas, you may notice something different. There is no Canadian data. But don't worry, we didn't forget to include the statistics in your copy; we did it on purpose.

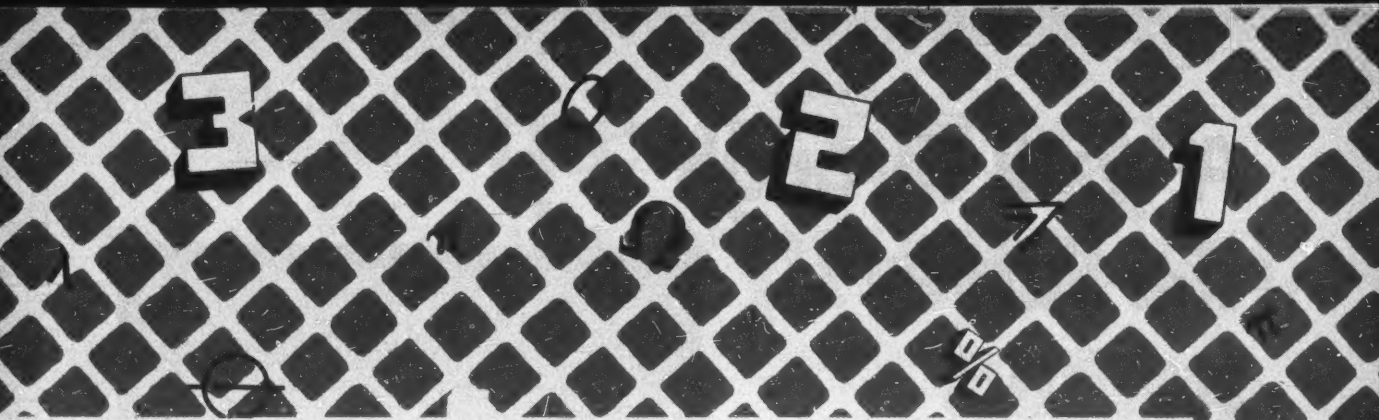
Due to space considerations, and also to a decrease in the number of users of this data, Section D has been eliminated from the *1986 SBP*. Now, before you reach for your phone to voice your unqualified protest over this omission, we hasten to add that updated Canadian statistics are still available for those of you who want them. Bill Communications' Market Statistics division has prepared 1985 estimates for Canada in the same format as in previous *Survey* issues. Just give us a call, and we will be happy to send them out to you, free of charge.

This bit of in-house market research will also help us to gauge the curent level of use of this data, a tactic that we have used in the past to make changes in the *Survey's* format. If the public outcry turns out to be overwhelming (although we don't think it will), chances are that Section D will be reinstated in future issues. However, Canadian data will still be produced and will be available to those of our readers who need it, regardless of whether it appears in the *Survey* or not.

Another change in this year's issue involves Effective Buying Income statistics, a change due in part to a revision of the distribution of households by income group precipitated by the release of new income data from the Bureau of the Census.

Some of our readers probably remember the revisions made in the *1983 Survey of Buying Power*, when we incorporated new income data from the 1980 Census for the first time. At that point in time, a series of steps was taken in order to convert the Census-reported Total Aggregate Income (TAI) to disposable personal income, or Effective Buying Income (EBI), as it is referred to in the *Survey*. The major difference between TAI and EBI is that the EBI excludes federal, state, and local taxes. The de-taxing of the TAI was accomplished by estimating the amount of taxes due from each household based on tax rate tables and the income interval of the households. This procedure resulted not only in differences in the total amount of taxes removed, but caused a repositioning of households into different income intervals (generally lower than the original), which in turn changed the distribution of households by EBI.

Now for some more bad news. One problem that was created by this procedure was that, since each household was assigned a disposable (or after-tax) income value, the sum of all values should then be equal to the total disposable personal income for the U.S. As sometimes happens, however, this total was quite different from the one reported by the Bureau of Economic Analysis for the same year. To remedy this discrepancy, we originally allocated this difference to the households in a system proportionate to



their income values. This resulted in a distribution that was shifted upwards, and as it now turns out, sometimes overestimating household totals in the upper income groups.

This overestimation became apparent after the publication of the latest *Current Population Survey* from the Bureau of the Census. After reviewing this new data, we felt it was essential that this problem be addressed, since it is our aim to provide our readers with the most accurate and reliable data available. The solution involved an across-the-board recalculation of EBI, allocating the income difference between the Bureau's figures and our own and devising a new curve, which, in order to realign household EBI data, disproportionately assigns more income to the highest intervals with only a minimal shift of households from their original after-tax groups. The newly calculated totals are now more closely aligned with the most recent available government data, and the overestimation of household incomes has been rectified. That is the good news.

The *1986 Survey of Buying Power* data is based on this revised income benchmark, the first such readjustment in income we have ever undertaken between census years. Because of this across-the-board recalculation, the variable most affected—in terms of comparing this year's data to last year's—is the *Survey's* median household EBI figure. Therefore, we feel it is important that comparisons of income figures from the *1986 Survey* and those from previous years take into account the average 12% *downward* revision incorporated into this year's figures.

Naturally, since the household income figures in this year's *Survey* will in many cases be lower than those in the 1985 issue, some readers, without reading this explanation, will assume that incomes have dropped in their metro or county. In last year's *Survey*, the introduction of new retail sales benchmarks from 1982's Census of Retail Trade caused a similar problem in comparing figures from previous years to those in the current issue. Despite a number of notices scattered throughout the 1985 *Survey*, a few people called us with frantic questions concerning a drop in their area's retail sales. As in this case, the figure reported was not a reflection of reality, but rather, a statistical readjustment that happened to result in a lower figure for a particular geographic area. Of course, when these kinds of adjustments produce an equal percentage of change on the plus side, we hear very little public outcry. It is only when figures seemingly go down that the number of phone calls goes up.

Finally, some more good news. S&MM would like to announce the first available data for the nation's newest metropolitan area, Merced, CA, which was formally designated by the Office of Management and Budget at the end of last month. As in past years, the *Survey of Buying Power* is the first publication to announce such changes and to include these new markets in our rankings of metro areas that appear in Section B.

These are the changes; some good, some bad, but all of them have been made in the interest of increasing the accuracy of this publication. The next article in Section A, "A walk through the Survey's statistics," describes the individual pieces of data listed in Sections B and C, and provides explanations of what each column contains, tells you where the data come from, and how to use them to enhance your planning, targeting, and profiling capabilities.

A walk through the Survey's statistics

A detailed examination of each of the *Survey's* data classifications, outlining the definitions, sources and applications for the metro, county, and city statistics that make up this year's issue. An in-depth explanation of the SIC (Standard Industrial Classification) codes used to define retail store groups is also included as a service to *Survey* users.

By RICHARD KERN
Editorial Director,
S&MM Surveys

Even in an age of computers and multi-page printouts of demographic and socioeconomic data, a statistical volume like the *Survey of Buying Power* retains its place as the most relevant and reliable off-the-shelf source of data for any of the nation's 317 metro areas, 3,137 counties, and selected central cities. For users in need of updated household income statistics, population and household data, or retail sales figures, the *Survey* offers a quick, handy selection of market-related information that can be used to develop customer profiles, lists of target markets, or even rankings of those markets according to any of 25 different characteristics.

Many times, questions arise as to the source and definitions of these various pieces of data; questions such as what constitutes Effective Buying Income, how are retail sales figures arrived at, or what is the difference between median and average household incomes. To better explain the *Survey's* statistics to its users, the following review of its data is provided, expanding on the Definition of Terms section found on page C-3. Beginning with total population, we will define the columns of data individually, and also describe the sources and some potential uses for each.

Total Population These figures are updated from the most recent available statistics published by the Census Bureau, which in this case is still the 1980 Census of Population and Housing. The numbers constitute a simple head count of all the people living in a particular metro, county, or city as of Dec. 31, 1985. Included are residents of group quarters (such as college dormitories, hospitals, and nursing homes) and armed forces personnel permanently assigned to the particular geographic area in question. Counts for tourists, transients, and seasonal residents (those whose primary residence is not in the area) are not included.

In calculating the annual estimates for population, a number of other data sources are also utilized. Things such as birth and death records, *Current Population Report* data from the Census Bureau, school and college enrollment figures, military statistics, nursing home and hospital records, chamber of commerce figures, and migration data from the IRS are all taken into account in the calculations, with the resultant percentage of increase or decrease applied to the previous year's population estimate, which in turn produces the current figure.

Data on total population are used most often by marketers looking for very general trends in growth, or by chambers of commerce and newspapers, which use population as a relative measure of how their metro or county stacks up against others. Promotional pieces that describe a metro as "the fourth largest in the nation" or "biggest in the tri-state area" are usually basing such statements on total population. Also, the five-year projections of growth for metros and metro counties published in October's *Survey of Buying Power—Part II* show the *fastest-growing* metros according to the estimated percentage of growth in their total population. Similarly, projections for the *biggest* metros five years from now use total population as the basis for this ranking.

Percent of U.S. This shows what percentage of the total U.S. population resides in a particular metro, county, or city, and is used most often by marketers to gauge market share or to show the relative importance of an area in terms of penetration or coverage.

Median Age of Population Calculated by dividing the age distribution of an area's total population (from newborns to the oldest living residents) into two equal groups, with one half of the population younger and one half older than the published figure, this figure is used by marketers to measure the relative age in the metro or county in order to see which markets contain the largest percentages of residents fitting their particular demographic profile. For example, most metros in the state of Florida have a median age far higher than the U.S. median of 31.9 years. Bradenton, Daytona Beach, Fort Lauderdale, Sarasota, Tampa, and West Palm Beach all have a median age of more than 40 years, making them prime targets for marketers of goods and services aimed at the elderly population. On the other hand, the Utah metros of

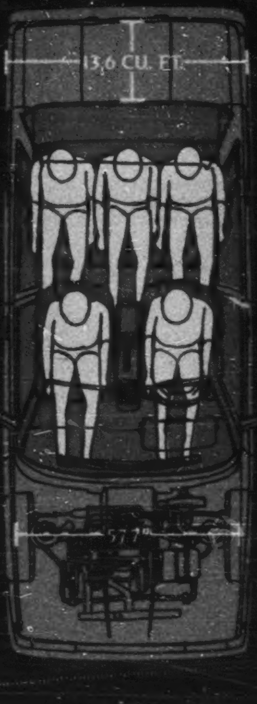
(continued on page A-20)

SURVEY HIGHLIGHT

Gray mega-markets: County leaders in percentage of population over age 50

Rank	County/State	Percent of Total Population Age 50+
1	Charlotte, FL	59.3%
2	Llano, TX	56.6
3	Pasco, FL	53.5
4	Citrus, FL	53.2
5	Sarasota, FL	50.9
6	Sierra, NM	50.6
7	Hernando, FL	48.7
8	Baxter, AR	47.5
9	Keweenaw, MI	47.3
9	Hamilton, TX	47.3
9	Mills, TX	47.3
12	Pinellas, FL	47.1
13	Hickory, MO	46.7
14	Highlands, FL	46.1
14	Bosque, TX	46.1
16	Elk, KS	46.0
17	Manatee, FL	45.9
18	Pawnee, NE	45.7
19	Lincoln, KS	45.1
20	Delta, TX	45.0
21	Izard, AR	44.9
22	Greer, OK	44.7
23	Martin, FL	44.4
23	Lake, FL	44.4
23	McIntosh, ND	44.4
Percent of total U.S. Pop.		**25.8%**

Source: Sales and Marketing Management's *1986 Survey of Buying Power.*
*Sales and Marketing Management



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SURVEY HIGHLIGHT

Nuances of Regional Growth: Losses stabilize, growers keep on growing

Region/State	1985 Pop. (Thous.)	Net % Change 1980–85	% of U.S. Pop. 1985	% of U.S. Pop. 1980	% of U.S. Pop. 1970
NEW ENGLAND	**12,706.7**	**+2.5%**	**5.2762%**	**5.4207%**	**5.7776%**
Connecticut	3,175.9	+2.2	1.3187	1.3606	1.4904
Maine	1,175.4	+3.6	.4881	.4964	.4827
Massachusetts	5,847.4	+1.9	2.4279	2.5126	2.7667
New Hampshire	1,000.7	+7.0	.4156	.4094	.3518
Rhode Island	969.5	+2.1	.4026	.4156	.4656
Vermont	537.8	+4.1	.2233	.2261	.2204
MIDDLE ATLANTIC	**37,597.1**	**+2.2%**	**15.6112%**	**16.0963%**	**18.1897%**
New Jersey	7,618.9	+3.2	3.1635	3.2299	3.5382
New York	17,966.2	+2.5	7.4600	7.6702	8.9100
Pennsylvania	12,012.0	+1.2	4.9877	5.1962	5.7415
EAST NORTH CENTRAL	**42,092.1**	**+0.7%**	**17.4778%**	**18.2938%**	**19.7614%**
Illinois	11,640.4	+1.6	4.8333	5.0122	5.4534
Indiana	5,585.8	+1.3	2.3194	2.4127	2.5515
Michigan	9,211.9	−0.8	3.8251	4.0647	4.3786
Ohio	10,836.0	+0.2	4.4994	4.7324	5.2253
Wisconsin	4,818.0	+1.8	2.0006	2.0718	2.1526
WEST NORTH CENTRAL	**17,773.0**	**+2.8%**	**7.3798%**	**7.5633%**	**8.0157%**
Iowa	2,942.8	+0.6	1.2219	1.2798	1.3787
Kansas	2,470.5	+4.0	1.0258	1.0394	1.1140
Minnesota	4,224.3	+2.9	1.7540	1.7959	1.8639
Missouri	5,093.8	+2.9	2.1151	2.1655	2.3065
Nebraska	1,622.4	+2.7	.6737	.6913	.7263
North Dakota	699.9	+6.5	.2906	.2876	.3029
South Dakota	719.3	+3.6	.2987	.3038	.3234
SOUTH ATLANTIC	**40,558.6**	**+8.2%**	**16.8409%**	**16.4036%**	**15.1408%**
Delware	621.4	+3.7	.2580	.2623	.2667
District of Columbia	621.0	−1.2	.2579	.2751	.3720
Florida	11,435.2	+4.0	4.7482	4.3878	3.3970
Georgia	5,990.5	+8.2	2.4874	2.4230	2.2727
Maryland	4,436.4	+4.7	1.8421	1.8542	1.9310
North Carolina	6,304.9	+6.3	2.6179	2.5955	2.5016
South Carolina	3,396.3	+7.6	1.4102	1.3819	1.2776
Virginia	5,785.0	+7.1	2.4021	2.3628	2.2813
West Virginia	1,967.9	N.C.	.8171	.8610	.8409
EAST SOUTH CENTRAL	**15,306.5**	**+3.4%**	**6.3556%**	**6.4776%**	**6.3012%**
Alabama	4,079.8	+4.0	1.6940	1.7164	1.6886
Kentucky	3,786.2	+2.4	1.5722	1.6186	1.5751
Mississippi	2,647.3	+4.2	1.0992	1.1117	1.0978
Tennessee	4,793.2	+3.3	1.9902	2.0309	1.9397
WEST SOUTH CENTRAL	**26,698.9**	**+0.8%**	**11.0860%**	**10.5458%**	**9.5812%**
Arkansas	2,401.6	+3.9	.9972	1.0116	.9480
Louisiana	4,532.6	+6.6	1.8820	1.8605	1.8049
Oklahoma	3,356.0	+9.7	1.3935	1.3389	1.2646
Texas	16,408.7	+3.4	6.8133	6.3348	5.5637
MOUNTAIN	**13,020.3**	**+2.0%**	**5,4063%**	**5.0895%**	**4.1056%**
Arizona	3,252.2	+5.9	1.3504	1.2278	.8847
Colorado	3,269.7	+1.2	1.3576	1.2869	1.0999
Idaho	1,029.9	+6.8	.4277	.4218	.3511
Montana	836.7	+5.2	.3474	.3480	.3370
Nevada	940.9	+4.5	.3906	.3598	.2417
New Mexico	1,475.7	+1.5	.6128	.5790	.5402
Utah	1,698.8	+3.5	.7054	.6552	.5241
Wyoming	516.4	+7.1	.2144	.2110	.1629
PACIFIC	**35,080.3**	**+8.8%**	**14.5662%**	**14.1094%**	**13.1268%**
Alaska	537.8	+1.1	.2233	.1795	.1519
California	26,345.3	+9.9	10.9393	10.4945	9.8653
Hawaii	1,071.3	+9.4	.4448	.4285	.3882
Oregon	2,709.2	+1.1	1.1249	1.1722	1.0374
Washington	4,416.7	+5.4	1.8339	1.8347	1.6840
TOTAL UNITED STATES	**240,833.5**	**+5.4%**	**100.0000%**	**100.0000%**	**100.0000%**

Source: Sales and Marketing Management's *1971, 1981 and 1986 Survey of Buying Power.*
N.C.—No Change.

Provo-Orem and Salt Lake City-Ogden are among the youngest in the nation, carrying median ages of 22.8 years and 26.9 years, respectively.

Percent of Population by Age Group These four separate age group breakouts correspond to major changes in the lifestyles of the population. For example, the 18- to 24-year-old group represents the average household-forming stage, the 25- to 34-year-old group the prime baby-boom demographic, and the 50-and-above group the rapidly growing retirement market. The percentages shown reflect the percentage of total population accounted for by each of the four groups. Again, marketers looking for a particular age segment can use these data to isolate markets with above-average ratios of the desired age demographic.

Households This figure shows, in thousands, the number of household units in a given metro, county, or city. A household is defined as all the people occupying a single housing unit under 1980 Census Bureau rules. A housing unit need not be an actual house, but also includes apartments, co-ops, condominiums, groups of rooms, or even a single room. In addition, members of a household unit do not have to be related, as long as they occupy the same housing unit. A single person living alone in a housing unit is also considered a household, and in fact, single-person households currently account for about 22 million units, a quarter of all U.S. households. It should also be noted that persons residing in group quarters such as college dormitories, military barracks, hospitals, nursing homes, and institutions are not considered members of households, and although an area's total population figure includes such residents, household totals do not.

The method of estimating current household totals involves the use of two sets of data—the most recent Census Bureau counts and state household estimates from the Bureau's *Current Population Reports*. Basically speaking, by calculating the rate of change in the size of households from one year to the next and applying this rate to the previous year's estimates, a current adjusted figure is arrived at. This figure is then divided into the current population estimate to produce an updated estimate of total households. Interestingly, with the previously mentioned increase in single-person households, it is conceivable that a metro or county could show a decline in total population while posting an increase in the total number of households, although this is not always the case.

Single-person households currently account for about 22 million units, a quarter of the U.S. total.

For marketers, household counts are often used instead of population figures to estimate coverage of advertising, mailings, and media promotions, since they more accurately reflect the number of "family" units in an area, units that usually make purchases on a household basis rather than individually. Also, while total population figures include residents of all ages (regardless of whether or not they are wage earners), households are typically headed by people with the dispos-

SURVEY HIGHLIGHT

Threads and bread: The nation's biggest apparel markets and their respective income levels . . .

Rank	Metro	1985 Apparel and Accessory Sales ($000)	1985 Median Household EBI
1	New York	$3,878,602	$21,815
2	Los Angeles-Long Beach	3,052,979	25,229
3	Chicago	2,637,732	28,217
4	Philadelphia	1,726,007	25,827
5	Boston-Lawrence-Salem-Lowell-Brockton	1,649,559	29,621
6	Detroit	1,593,721	27,260
7	Washington, DC	1,325,447	35,172
8	Houston	1,287,846	28,695
9	Nassau-Suffolk, NY	1,244,213	38,289
10	San Francisco	1,003,376	30,002

. . . and the situation reversed

Rank	Metro	1985 Median Household EBI	1985 Apparel and Accessory Sales ($000)
1	Nassau-Suffolk, NY	$38,289	$1,244,213
2	Bridgeport-Stamford-Norwalk-Danbury, CT	36,886	389,561
3	San Jose	35,702	560,816
4	Middlesex-Somerset-Hunterdon, NJ	35,302	419,536
5	Washington, DC	35,172	1,325,447
6	Anchorage	34,793	122,003
7	Lake County, IL	34,370	147,115
8	Brazoria, TX	33,818	40,408
9	Bergen-Passaic, NJ	33,231	754,651
10	Anaheim-Santa Ana, CA	33,131	922,812

Source: Sales and Marketing Management's *1986 Survey of Buying Power*.
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SURVEY HIGHLIGHTS

For richer or for poorer: Median Household Effective Buying Income

for the top 10 . . .

Metro	1985 Median Household EBI
Nassau-Suffolk, NY	$38,289
Bridgeport-Stamford-Norwalk-Danbury, CT	36,886
San Jose, CA	35,702
Middlesex-Somerset-Hunterdon, NJ	35,302
Washington, DC	35,172
Anchorage, AK	34,793
Lake County, IL	34,370
Brazoria, TX	33,818
Bergen-Passaic, NJ	33,231
Anaheim, Santa Ana, CA	33,131

. . . and the bottom 10 metros

Metro	1985 Median Household EBI
Pine Bluff, AR	$17,645
Visalia-Tulare-Porterville, CA	17,408
Brownsville-Harlingen, TX	16,919
Panama City, FL	16,725
Ocala, FL	16,506
Las Cruces, NM	16,482
Gadsden, AL	16,249
McAllen-Edinburg-Mission, TX	15,667
Jacksonville, NC	15,578
Laredo, TX	15,135

Source: Sales and Marketing Management's *1986 Survey of Buying Power.*
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able income and spending power that marketers seek.

Total Retail Sales This shows, in thousands of dollars, total *net* sales (that is, minus refunds and returns) for the geographic area listed, be it metro, county, or city. The figures reflect sales from all establishments primarily engaged in retail trade, but *do not* include retail sales by wholesalers or service establishments. They also *do not* include sales and other taxes or charges for credit and/or carrying. Receipts from repairs and other services performed by establishments that meet the proper guidelines *are* included in these totals, however.

Total retail sales figures are also based upon the most recent available Census Bureau data, in this case, the 1982 Census of Retail Trade. Calculations for current estimates also take into account retail-sales tax data collected on the county level. So by measuring increases in sales tax totals, a percentage of increase (or decrease) can then be applied to the previous year's figure, yielding the current estimate of total retail sales. In certain cases, however, the definition of taxable sales differs from one state to the

Personal bucks: Top 25 metros in per-capita EBI

Rank	Metro	1985 Per-Capita Effective Buying Income
1	Bridgeport-Stamford-Norwalk-Danbury, CT	$18,092
2	San Francisco	16,995
3	Washington, DC	16,237
4	Bergen-Passaic, NJ	16,014
5	Anchorage	15,996
6	Nassau-Suffolk, NY	15,684
7	San Jose	15,386
8	Middlesex-Somerset-Hunterdon, NJ	15,325
9	Lake County, IL	15,303
10	Midland, TX	15,282
11	Oakland	14,893
12	Newark	14,873
13	Anaheim-Santa Ana, CA	14,865
14	West Palm Beach-Boca Raton-Delray Beach	14,855
15	Monmouth-Ocean, NJ	14,665
16	Wichita, KS	14,573
17	Boston-Lawrence-Salem-Lowell-Brockton	14,474
18	Hartford-New Britain-Middletown-Bristol, CT	14,446
19	Trenton, NJ	14,310
20	New London-Norwich, CT	14,271
21	Seattle	14,267
22	New Haven-Waterbury-Meriden, CT	14,224
23	Grand Forks, ND	14,115
24	Topeka, KS	14,095
25	Minneapolis-St. Paul	14,078
U.S. Per-Capita Effective Buying Income		**$11,627**

Source: Sales and Marketing Management's *1986 Survey of Buying Power.*
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SURVEY HIGHLIGHT

Hey big spender: Per household retail sales by state

Rank	State	1985 Per Household Retail Sales
1	Alaska	$23,507
2	New Hampshire	20,736
3	Hawaii	20,009
4	Massachusetts	19,436
5	Wyoming	19,074
6	Delaware	19,042
7	Connecticut	18,970
8	Nevada	18,791
9	Vermont	18,259
10	Maryland	18,125
11	Minnesota	17,580
12	New Jersey	17,560
13	California	17,237
14	North Dakota	17,159
15	Texas	17,152
16	Colorado	16,792
17	Virginia	16,643
18	Maine	16,626
19	Missouri	16,535
20	Florida	16,174
21	Georgia	16,073
22	Rhode Island	15,982
23	Indiana	15,889
24	Michigan	15,688
25	New Mexico	15,492
26	Oklahoma	15,313
27	Kansas	15,161
28	Ohio	15,124
29	Tennessee	15,100
30	Louisiana	14,984
31	North Carolina	14,973
32	Illinois	14,830
33	Arizona	14,821
34	Nebraska	14,779
35	Utah	14,741
36	South Dakota	14,672
37	Montana	14,636
38	Oregon	14,623
39	Washington	14,433
40	New York	14,349
41	Pennsylvania	14,311
42	South Carolina	14,162
43	Wisconsin	14,040
44	Idaho	13,830
45	Iowa	13,609
46	Kentucky	13,366
47	District of Columbia	13,004
48	West Virginia	12,750
49	Mississippi	12,690
50	Arkansas	12,660
51	Alabama	12,166
Total U.S.		$15,782

Source: Sales and Marketing Management's *1986 Survey of Buying Power*.
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next, or from one city to the next. Consequently, relying strictly on sales tax data for these estimates can sometimes produce an incomplete picture of local retail activity. Therefore, in addition to tax data, statistics on local retail activity from the Census Bureau's *County Business Patterns* series are utilized along with chamber of commerce data and any other pertinent information.

Marketers who use retail sales data for the purpose of measuring the purchasing power of an area should keep in mind that while population and household data are easily defined by the boundaries of metro or county geography, retail sales—because of the ways data are collected and analyzed—are not directly assignable to the residents of the area in question. While it is safe to assume that residents make a majority of their purchases within their own metro or county, there is no way to separate resident purchases from non-resident purchases (those made by people who shop in the area but do not live there). Because of this, calculations of per-capita retail sales, made by dividing total population into total retail sales, are a less-than-perfect indicator of retail activity.

Food Store Sales Individual store group sales are defined according to the parameters of the Standard Industrial Classification (SIC) system, which codes all manufacturing and nonmanufacturing activity (including retail and wholesale activity) in the U.S. for purposes of data collection and dissemination.

Food Stores (SIC 2-digit Major Group 54) are defined as "retail stores primarily engaged in selling food for home preparation and consumption." This definition includes the following 3-digit sub-groups: Grocery Stores (SIC 541), Meat and Fish Markets (SIC 542), Fruit Stores and Vegetable Markets (SIC 543), Candy, Nut, and Confectionery Stores (SIC 544), Dairy Products Stores (SIC 545), Retail Bakeries (SIC 546), and Miscellaneous Food Stores (SIC 549).

Food Store sales are listed in thousands of dollars (add three zeros to each figure, hence the notation, $000) and are collected by the same methods—and subject to the same "resident vs. non-resident" problems—described under Total Retail Sales above.

Eating & Drinking Place Sales Sales here are confined to establishments listed under SIC Major Group 58, which is defined as "retail establishments selling prepared foods and drinks for consumption on the premises, and also lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption" (that is, concession stands at stadiums and arenas). This category does not include lunch counters and restaurants operated by hotels and/or department stores, which are classified under SIC Major Groups 70 and 53, respectively. Included under Eating Places (4-digit sub-group

Per-capita retail sales are a less-than-perfect indicator of a metro, county, or city's retail activity.

Caution on retail sales estimates!

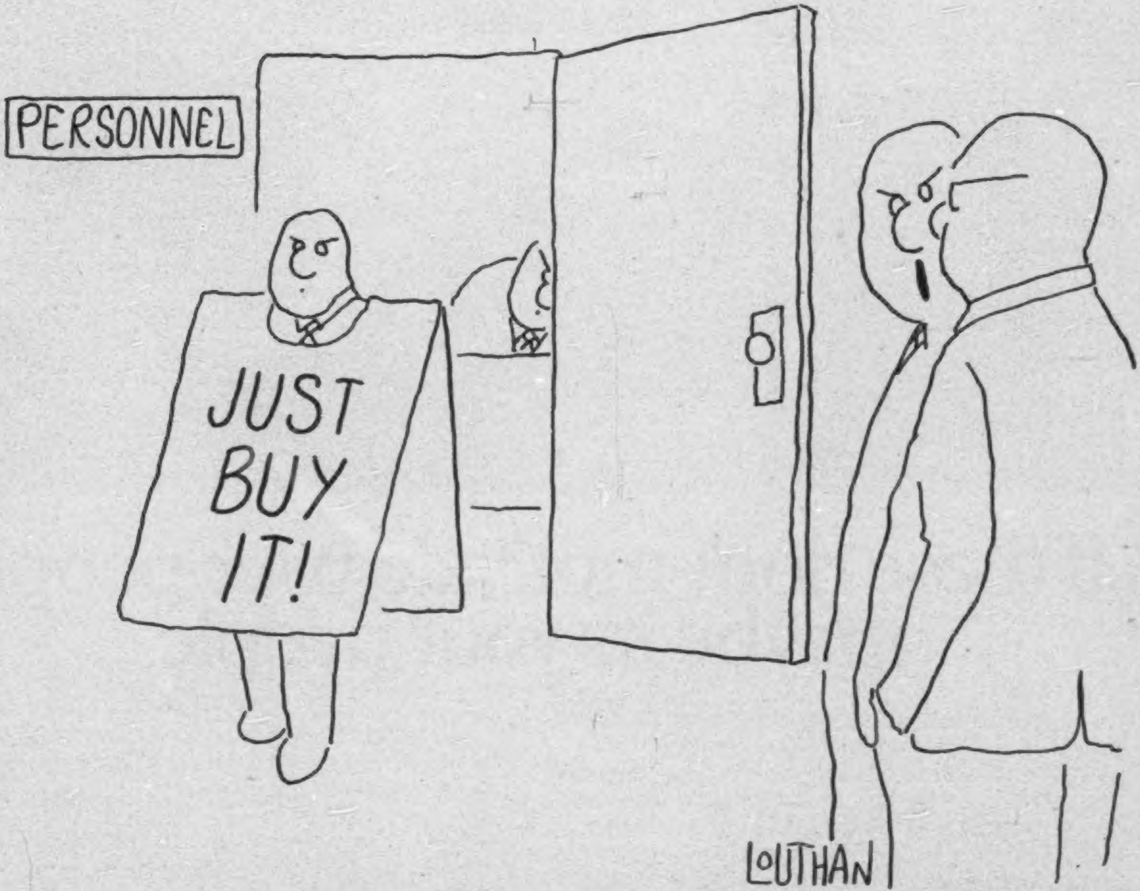
Total retail sales and store group sales in the *1986 Survey of Buying Power* are not directly comparable to figures published prior to last year. The 1985 estimates in this year's *Survey* are updates from the 1982 Census of Retail Trade, whereas estimates in the 1979–84 *Surveys* used the 1977 Census of Retail Trade as a benchmark. Therefore, when constructing trend lines that contain overlapping data, be certain that any discrepancies are footnoted accordingly. In some cases, what at first may look like a drop in retail sales for a metro or county is actually a readjusted figure that allows for new benchmark data.

5812) are caterers, industrial, and institutional food service establishments, as well as such things as frozen custard and ice cream stands, soda fountains, hot dog stands, and drive-in and carry-out restaurants. Drinking Places (sub-group 5813) include establishments primarily engaged in the retail sale of alcoholic beverages, although such establishments may also derive a "substantial" portion of their receipts from the sale of food on the premises. Nightclubs and discos are also considered part of SIC 5813.

General Merchandise Store Sales Defined under SIC Major Group 53 as "retail stores that sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and, in some cases, food." Store types in this category include department stores, variety stores (both limited price and discount), general merchandise stores, and general stores. Among those not included are stores selling merchandise by mail, vending machine, or direct selling, which fall under SIC 596.

Furniture, Home Furnishing, and Appliance Store Sales This store group (SIC Major Group 57) includes "retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and china, domestic stoves, refrigerators, and other household electrical and gas appliances." Furniture stores (sub-group 5712) encompasses stores selling beds and mattresses, kitchen and custom cabinets, and juvenile furniture. Miscellaneous home furnishing stores (sub-group 5719) include such specialty merchandisers as cookware stores, cutlery stores, glassware and kitchenware stores, lamp and shade shops, mirror and picture frame shops, pottery stores, and venetian blind and window shade shops.

Automotive Dealer Sales This group is made up of seven out of eight sub-groups from SIC Major Group 55. The only exclusion is Gasoline Service Stations (sub-group 554), which are not counted here due to their marginal relation to



"I guess our marketing manager didn't work out."

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actual car and truck sales. The SIC definition for this category (excluding service stations) is as follows: "This Major Group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles, and also those selling new automobile parts and accessories. This includes establishments dealing in used automobiles exclusively, but not establishments dealing exclusively in used parts (covered by subgroup 5931). Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included. Automotive distributors, the greater part of whose sales are to dealers, institutional, or industrial users, are classified under Wholesale Trade."

Of the seven 3-digit sub-groups that make up this particular category, the first is SIC 551, Motor Vehicle Dealers (New and Used), which also includes their incorporated repair facilities. Next is SIC 552, Motor Vehicle Dealers (Used Only), which includes antique auto dealers. The third group, SIC 553, Auto and Home Supply Stores, is defined as "establishments primarily engaged in the retail sale of automobile tires, batteries, and other auto parts and accessories. It should be noted that such establishments also frequently sell a substantial amount of home appliances, radios, and television sets."

Establishments primarily engaged in both selling and installing such automotive parts as transmissions, mufflers, brake linings, and glass are classified under SIC subgroup 753, Automotive Repair Shops.

The fourth sub-group, SIC 555, Boat Dealers, is defined as "establishments primarily engaged in the

SURVEY HIGHLIGHT

Shoulder to shoulder: Metros with the highest population density

Rank	Metro	Population Per Sq. Mi.
1	Jersey City	12,020
2	New York	7,364
3	Chicago	3,221
4	Bergen-Passaic, NJ	3,050
5	Anaheim-Santa Ana	2,662
6	Nassau-Suffolk, NJ	2,253
7	Los Angeles-Long Beach	1,988
8	Newark	1,534
9	San Francisco	1,531
10	Boston	1,525
11	Honolulu	1,387
12	Trenton, NJ	1,378
13	Philadelphia	1,361
14	Bridgeport-Stamford, CT	1,298
14	Oakland	1,298
16	New Haven-Waterbury, CT	1,268
17	Cleveland	1,233
18	San Jose	1,078
19	Lake County, IL	1,041
20	Detroit	970
21	Milwaukee	959
22	Fort Lauderdale	957
23	Buffalo	939
24	Providence, RI	935

Source: Sales and Marketing Management's *1986 Survey of Buying Power*

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CMSA	Total Population 1985	1982	% Change
Buffalo-Niagara Falls, NY	1,201,300	1,221,600	− 1.69%
Chicago-Gary-Lake County, IL-IN	8,098,100	7,956,800	+ 1.77
Cincinnati-Hamilton, OH	1,679,300	1,674,000	+ 0.32
Cleveland-Akron-Lorain, OH	2,795,600	2,786,200	+ 0.32
Dallas-Fort Worth, TX	3,471,500	3,130,600	+10.89
Denver-Boulder, CO	1,854,100	1,741,800	+ 6.45
Detroit-Ann Arbor, MI	4,632,700	4,690,100	− 1.24
Houston-Galveston-Brazoria, TX	3,633,700	3,424,300	+ 6.11
Los Angeles-Anaheim-Riverside, CA	12,720,800	12,016,100	+ 5.86
Miami-Fort Lauderdale, FL	2,930,700	2,875,600	+ 1.92
Milwaukee-Racine, WI	1,575,200	1,575,800	− 0.04
New York-Northern New Jersey-Long Island, NY-NJ	17,839.900	17,323,500	+ 2.98
Philadelphia-Wilmington-Trenton, PA-DE-NJ	5,801,200	5,659,700	+ 2.50
Pittsburgh-Beaver Valley, PA	2,380,500	2,385,000	− 0.19
Portland-Vancouver, OR-WA	1,361,000	1,341,100	+ 1.48
San Francisco-Oakland-San Jose, CA	5,791,800	5,585,800	+ 3.69
Seattle-Tacoma, WA	2,241,600	2,163,900	+ 3.59

Source: Sales and Marketing Management's *1986 Survey of Buying Power*.
*Sales and Marketing Management.

retail sale of new and used motorboats and other watercraft, marine supplies, and outboard motors." SIC 556, Recreational and Utility Trailer Dealers, includes the retail sale of campers for mounting on trucks, motor homes, travel trailers for automobiles (New and Used), and utility trailers.

Establishments primarily engaged in the retail sales of mobile homes are classified under subgroup 5271. Motorcycle Dealers, SIC 557, also includes establishments selling motorized bicycles and motor scooters, while SIC 559, Automotive Dealers, Not Elsewhere Classified, includes "new and used automotive vehicles and new equipment and supplies, such as snowmobiles, dune buggies, and go-carts.

SIC sub-group 559 also includes Retail Aircraft Dealers, which could account for some "pollution" of automotive dealer totals, although these sales would be only a small portion of the overall figure.

Drugstore Sales Here, the SIC classification that defines this cate-

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gory is the 3-digit sub-group 591, Drug Stores and Proprietary Stores. This group is part of the 2-digit Major Group 59, Miscellaneous Retail, which also includes Liquor Stores and Used Merchandise Stores. For the *Survey's* purposes, however, the 591 group is used to better isolate "establishments engaged in the retail sale of prescription drugs and patent medicines, and which may also carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise."

These stores are included on the basis of their usual trade designation, rather than on the more strict interpretation of commodities handled. This industry group includes drug stores that also operate soda fountains or lunch counters.

Total Effective Buying Income EBI is roughly equivalent to disposable, or "after-tax," income. The term, Effective Buying Income, was developed by S&MM to distinguish it from other sources reporting income statistics. It is defined as personal income less personal taxes and "non-tax" payments.

Personal income includes wages and salaries, other labor-related income, proprietor's income, rental income, dividends, personal interest income, and transfer payments (such as pensions and welfare assistance). Deductions are then made for federal, state, and local taxes, "non-tax" payments (such as fines, fees, or penalties), collected by governmental agencies and similar organizations, and personal contributions for social insurance. The resultant figure is referred to as "disposable income" by the government. To further refine this figure for use by the *Survey's* readers, however, deductions for the compensation of military and diplomatic personnel stationed overseas are made, at which point the EBI figure is reached.

EBI figures are of primary importance to marketers in search of income levels that fit with their particular product or service. Quite naturally, one would think that high income areas would be the most desirable for marketers, but this is not always the case. If the targeted consumer group has been selected

SURVEY HIGHLIGHT

Buying power, quality, activity: S&MM index leaders

BPI Rank	State	BPI	QI	SAI
1	California	11.9694	109	110
2	New York	7.6406	102	92
3	Texas	6.8568	101	105
4	Illinois	4.9304	102	94
5	Florida	4.9040	103	111
6	Pennsylvania	4.7845	96	92
7	Ohio	4.3909	98	97
8	Michigan	3.7921	99	97
9	New Jersey	3.6129	114	110
10	Massachusetts	2.8008	115	124
11	Virginia	2.4511	102	101
12	North Carolina	2.3850	91	94
13	Georgia	2.3544	95	98
14	Indiana	2.2109	95	98
15	Missouri	2.0902	99	104
16	Maryland	2.0076	109	112
17	Wisconsin	1.9001	95	90
18	Washington	1.8340	100	96
19	Minnesota	1.8319	104	111
20	Tennessee	1.8077	91	96
21	Louisiana	1.6745	89	91
22	Connecticut	1.6008	121	119
23	Colorado	1.4535	107	113
24	Alabama	1.3889	82	76
25	Kentucky	1.3417	85	82

Definitions: The **BPI** (Buying Power Index) converts the three basic elements of *Survey* data—total population, total Effective Buying Income (EBI), and total retail sales—into a measurement of a state's ability to buy. This is done by assigning relative weights to each of the three variables according to their importance in terms of buying power. The resultant figure is then expressed as a percentage of the U.S. potential (100.0000%). For example, it could be said that California accounts for nearly 12% of total U.S. buying power. The Quality Index, or **QI**, is calculated by dividing a state's percentage of total U.S. population into its BPI. A high index figure indicates either above-average resident buying power, or a strong influx of non-resident shoppers. The Sales Activity Index **(SAI)** is obtained by dividing a state's percentage of total U.S. retail sales by its percentage of total U.S. population. Since the first number represents all sales made in the state, and the second number includes only the residents of the state, a high index may indicate a strong influx of non-resident shoppers. For example, Massachusetts and Connecticut, because of their close proximity to other New England states, both have relatively high SAIs, indicating heavier non-resident buying activity.

Source: *Sales and Marketing Management's 1986 Survey of Buying Power.*

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according to its conformity to an "ideal" customer profile, it is just as likely that a moderate income level would be chosen for the product or service at hand.

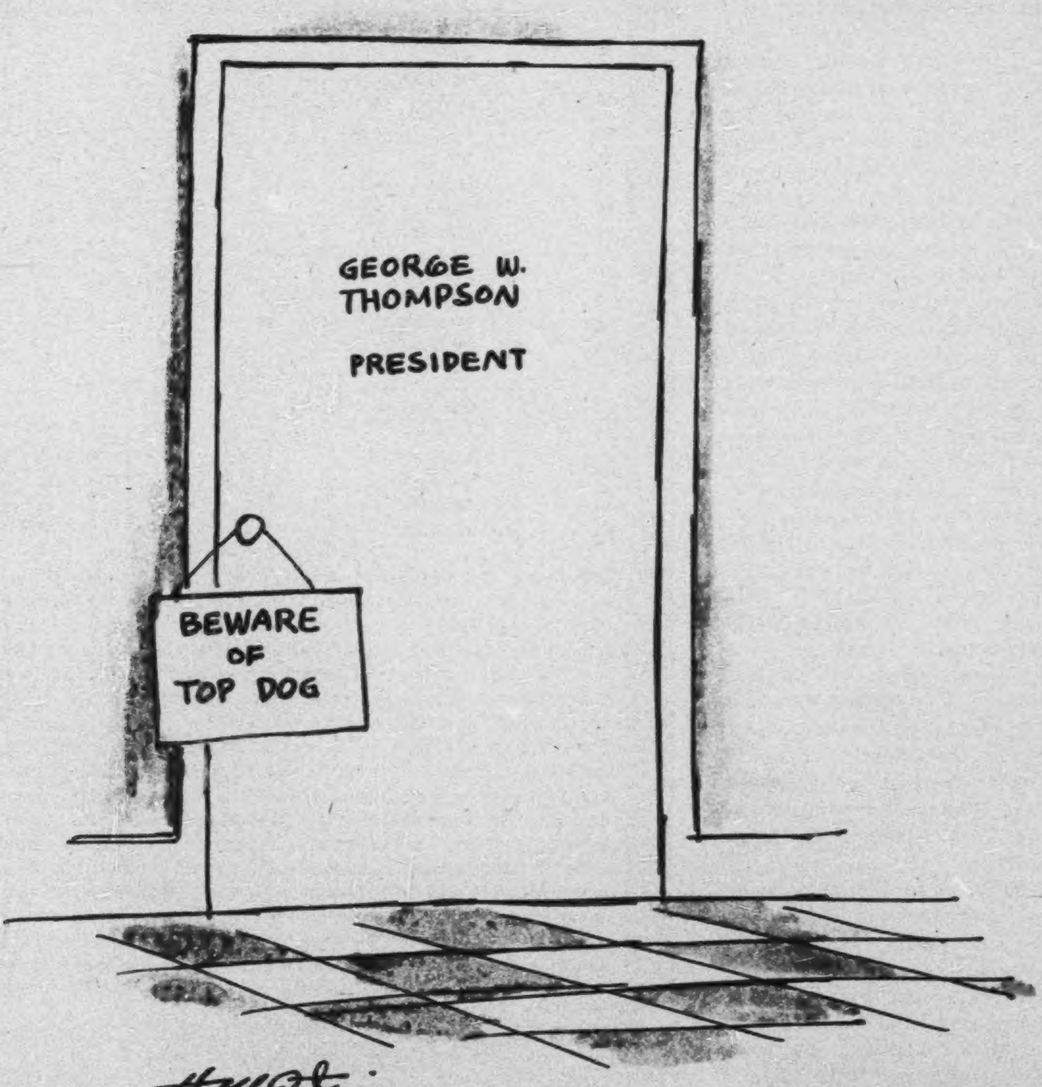
Metro area EBI figures are often used to calculate per-capita or per-household income, although it should be noted that per-capita income figures, by their nature, include large portions of the population that are not necessarily wage-earners in the true sense of the word.

Median Household EBI This figure is derived by dividing the income distribution for a metro, county, or city into two equal parts, with one half of the households above and one half below the resultant figure. S&MM feels that the median household EBI calculation is a more accurate and reliable indicator of an area's income level, since it is less likely to be "skewed" by statistical factors that can affect average or "mean" calculations.

Average household EBI, on the other hand, is calculated through a simple arithmetical formula: total EBI divided by total households, with the resultant figure usually a few thousand dollars higher than the median.

Marketers should be careful to avoid comparing median income figures to average income figures, since the different nature of their calculations makes them basically incompatible.

Household EBI figures are often the first numbers examined by marketers looking for a particular level of affluence in a market prior to the introduction of their product or service. Again, high household income figures are not always the most desirable, although higher levels of disposable income do indicate an increased probability that the household has the available buying power with which to invest in new or different products. Affluence and buying power are often thought of as one and the same, but there are other factors, such as cost of living, age distribution, and retail activity,



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SURVEY HIGHLIGHTS

The top 25: Leading black metros

Metro	1985 Black Pop. (Thous.)	% Of Metro Pop.
New York	2,144.7	25.4%
Chicago	1,430.1	23.3
Los Angeles-Long Beach	1,019.8	12.6
Philadelphia	935.7	19.5
Washington, DC	905.8	25.9
Detroit	889.9	20.4
Houston	635.1	19.8
Atlanta	585.3	23.8
Baltimore	568.3	24.8
New Orleans	440.6	32.7
Newark	419.7	22.3
St. Louis	418.5	17.3
Dallas	386.1	16.8
Memphis	380.6	40.8
Norfolk-Virginia Beach	365.0	28.3
Cleveland	350.6	18.7
Miami-Hialeah	332.1	18.7
Oakland	283.1	14.9
Birmingham	258.6	28.0
Richmond-Petersburg	236.5	29.0
Charlotte-Gastonia-Rock Hill	220.0	21.0
Boston-Lawrence-Salem-Lowell-Brockton	196.0	5.3
Kansas City	189.8	12.7
Jacksonville, FL	185.6	22.7
Tampa-St. Petersburg-Clearwater	185.6	9.9

Source: Sales and Marketing Management's *1986 Survey of Buying Power.*
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The top 25: Leading Hispanic metros

Metro	1985 Hispanic Pop. (Thous.)	% Of Metro Pop.
Los Angeles-Long Beach	2,504.2	30.9%
New York	1,631.5	19.3
Miami-Hialeah	739.6	41.7
San Antonio	620.3	51.3
Chicago	588.5	9.6
Houston	544.6	17.0
Riverside-San Bernadino	395.5	20.9
El Paso	375.1	68.8
San Diego	354.4	16.6
Anaheim-Santa Ana	352.8	16.6
McAllen-Edinburg-Mission	310.3	89.7
San Jose	273.2	19.6
Phoenix	267.0	14.5
Dallas	235.2	10.2
Oakland	224.5	11.8
Brownsville-Harlingen	206.4	85.1
Corpus Christi	203.8	56.1
San Francisco	194.8	12.5
Fresno	189.9	32.8
Albuquerque	182.4	38.8
Denver	178.2	10.9
Jersey City	170.1	30.8
Newark	151.4	8.0
Tuscon	146.3	23.1
Oxnard-Ventura	145.8	24.0

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for example, that should be considered along with household EBI.

Percent of Households by EBI Group Once the total disposable income has been established for an area, estimates are made as to the number of households in gross-income groups in thousand-dollar increments. The household incomes in each Adjusted Gross Income (AGI) interval are then de-taxed in order to estimate the number of households in what then become "disposable income groups." Then, working with the de-taxed income-class intervals, new groupings are formed, based upon the growth in household income. Since the income classes have been shifted during this procedure, an interpolation is done to find the new number of households within the original thousand-dollar increments. At this point, the overall annual change in the number of total households is allocated to each respective income class. The four income classes listed in the *Survey* most accurately reflect the income levels marketers currently use in determining an area's relative affluence.

Buying Power Index The BPI is a relative indicator of market poten-

SURVEY HIGHLIGHT

Metros of the rich and famous: Leaders in the percentage of households with EBIs above $50,000

Rank	Metro	% Of Households With Income of $50,000+	1985 Median Household EBI
1	Bridgeport-Stamford-Norwalk-Danbury, CT	34.9%	$36,886
2	Nassau-Suffolk, NY	32.9	38,289
3	Anchorage	30.6	34,793
4	Washington, DC	30.5	35,172
5	San Jose	30.0	35,702
6	Bergen-Passaic, NJ	27.5	33,231
6	Middlesex-Somerset-Hunterdon, NJ	27.5	35,302
8	Lake County, IL	27.1	34,370
9	Anaheim-Santa Ana, CA	26.3	33,131
10	Newark	25.6	31,022
11	Oxnard-Ventura, CA	25.2	32,716
12	San Francisco	24.5	30,002
13	Midland, TX	24.0	30,404
14	Oakland	23.4	30,473
15	Trenton, NJ	23.0	30,154
16	Hartford-New Britain-Middletown-Bristol, CT	22.8	31,464
17	Grand Forks, ND	22.7	29,483
18	New Haven-Waterbury-Meriden, CT	22.5	30,452
18	Honolulu	22.5	29,532
18	Manchester-Nashua, NH	22.5	31,088
21	Boston-Lawrence-Salem-Lowell-Brockton	22.2	29,621
22	Monmouth-Ocean, NJ	22.1	29,528
23	Brazoria, TX	21.9	33,818
24	New London-Norwich, CT	21.7	30,506
25	Dallas	20.4	28,110
% of Total U.S. Households		**13.9%**	**$23,680**

Source: Sales and Marketing Management's *1986 Survey of Buying Power*.
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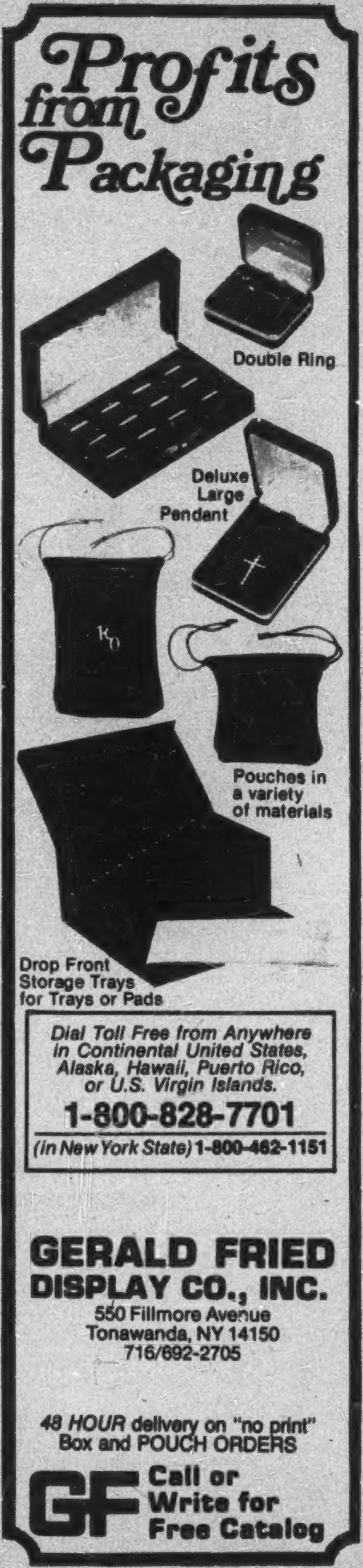
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tial developed exclusively by S&MM that shows marketers what percentage of total U.S. buying power a particular metro, county, or city possesses.

The BPI listed in the *Survey* is a weighted index that converts the three basic elements of data—population, income, and retail sales—into a measurement of a market's "ability to buy." It is, for this very general application, calculated by assigning relative weights to the three aforementioned factors according to their importance in determining buying power.

Since income is the most important indicator of the three, it is given a weight of 5, while retail sales is assigned a weight of 3, and population a weight of 2. The total of the weighted percentages is then divided by 10 to produce the BPI.

The BPI has an almost infinite number of applications in the sales and marketing process, and has been used for calculating territory potential, selecting test markets, setting quotas, developing relative strength indices, and even "pull factors" that show the percentage of local retail sales assignable to non-resident shoppers.

A formula for developing "custom" BPIs that use more specific demographic (population), economic (income), and distribution (retail) indicators can be found on page A-42, for marketers looking to define market potential in ways that more specifically address their particular product or service.

So there you have it: a detailed explanation of not only what these data are, but where they come from, and, also, how they can be used to aid you in developing cleaner and clearer strategies for your particular business. Even after more than 50 years of publishing these statistics, we are still hearing from *Survey* users who have discovered new and exciting ways to make use of these data for their own particular purposes. And although the categories of data reported in the *Survey of Buying Power* have remained virtually unchanged all these years, the applications of this information continue to evolve and grow, thanks to the creative spark of marketers and salespeople who see this publication as a key to helping them unlock the doors to marketing success. S&MM

[illegible]

Rank	Metro	Suburban Population	Suburban EBI ($000)
1	Los Angeles-Long Beach	4,163,300	$52,942,851
2	Detroit	3,090,900	41,742,338
3	Philadelphia	3,052,100	41,297,098
4	Chicago	3,024,000	46,999,443
5	Nassau-Suffolk, NY	2,701,000	42,362,957
6	Washington, DC	2,682,900	43,358,921
7	Boston-Lawrence-Salem-Lowell-Brockton	2,483,300	37,924,397
8	Atlanta	1,982,100	25,816,390
9	St. Louis	1,776,200	23,257,709
10	Pittsburgh	1,752,000	20,760,415
11	Anaheim-Santa Ana	1,659,000	25,959,175
12	Minneapolis-St. Paul	1,535,700	21,787,834
13	Riverside-San Bernardino, CA	1,532,500	17,569,593
14	Baltimore	1,497,700	19,674,771
15	Newark, NJ	1,457,500	24,107,894
16	Houston	1,415,100	19,461,804
17	Oakland, CA	1,389,400	21,541,964
18	Cleveland	1,327,200	18,020,215
19	Tampa-St. Petersburg-Clearwater, FL	1,242,300	14,665,465
20	New York	1,184,900	19,746,778
21	Bergen-Passaic, NJ	1,157,000	19,486,871
22	Seattle, WA	1,140,200	16,361,831
23	Denver	1,135,700	16,200,060
24	Dallas	1,123,900	15,743,556
25	Miami-Hialeah	1,121,100	13,898,722

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Users of the *Survey of Buying Power* are well aware of its applications in the areas of sales and marketing. For the salesperson, its value as a quota-setting tool or as an aid in performance appraisal and territory analysis is well-documented. In marketing, the selection of distribution channels, targeting of markets, or analysis of market potential are also some of the many tasks the *Survey* performs. In most cases, these different uses are performed by sales and marketing people already familiar with the *Survey of Buying Power*. Many of them learned how to use the *Survey* from colleagues, or from previous on-the-job experience working with statistical sources. Today, an increasing number encounter the *Survey of Buying Power* long before they ever reach the job market, since it is also widely used as a teaching aid in many college and grad school marketing classes.

For students and others just entering the highly competitive arena of marketing, a knowledge of the tools available for performing market research and analysis is of primary importance. Many times, simply knowing where to find a particular piece of data can make the difference between being there first and coming in second. Certainly, marketing-oriented publications are a useful source of information on trends and other happenings in the marketplace, but when it comes to demographic, socioeconomic, and distribution-related statistics, a marketer must know not only *where* to look, but also *what* he's looking at. The ability to interpret data is a plus, but knowing how to integrate these statistics into your everyday sales or marketing effort is a must.

Survey data profile: Everything you always wanted to know about Albuquerque

SURVEY OF BUYING POWER:
Population - 470,200 (U.S. Rank - 97th)
Median age - 30.0
Percent of population age 25–34 - 19.9%
Percent of population over age 50 - 21.0%
Total households - 178,300 (U.S. Rank - 92nd)

Effective Buying Income - $5,059,465,000 (U.S. Rank - 96th)
Median household EBI - $21,423 (U.S. Rank - 223rd)
Percent of households with EBI over $50,000 - 14.0%
Buying Power Index - .1907 (U.S. Rank - 95th)

Total retail sales - $2,851,362,000 (U.S. Rank - 90th)
General merchandise sales - $347,452,000 (U.S. Rank - 85th)
Food store sales - $584,915,000 (U.S. Rank - 92nd)
Automotive dealer sales - [illegible] (U.S. Rank - 94th)

[illegible]

SURVEY OF BUYING POWER, PART II:
Projected population, 1989 - [illegible]
Projected total households, 1989 - [illegible]
Projected average household EBI, 1989 - [illegible]
[illegible]
[illegible]
[illegible] - 182,800

[illegible]

The system

In addition to the *Survey of Buying Power* and the October *Survey of Buying Power - Part II*, Sales and Marketing Management also publishes two other *Surveys*. The February *Survey of Selling Costs* and the *Survey of Industrial & Commercial Buying Power*, published in April, comprise the other two legs of the marketing support system made up by these four *Surveys*. Because they are, in effect, parts of the same system, it is important that users know of their interrelationship, in order that each *Survey* be utilized properly with regard for its full statistical potential.

In a sales or marketing context, people are generally looking for data that will tell them which markets offer the greatest potential, who the buyers in these markets are, the reach of the various advertising media, and the cost of making a sale in a particular market. Simply speaking, in any given market, there are essentially two types of buyers: the consumer, who purchases the finished product or service; and the industrial—or business-to-business—buyer, who purchases the supplies and materials needed to produce those products or services.

The July *Survey of Buying Power* is geared toward the first type, the consumer, since it provides data on the three basic sales-related factors, population, income, and retail sales. By presenting these data for all metros and counties (and some cities) in the U.S., different consumer types can be isolated within each market and checked against an ideal customer profile developed by the user.

The April *Survey of Industrial & Commercial Buying Power*, on the other hand, focuses on the second type, the business-to-business buyer, offering data on a market's industrial makeup and manufacturing

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[illegible]

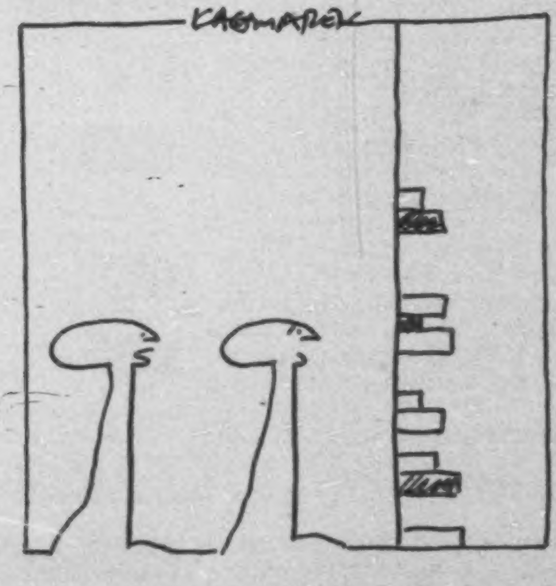
activity. There are, in fact, a number of direct links between the two *Surveys*, since most companies sell to both types of buyers, and also because the industrial and business complexion of a market has a lot to do with such things as income levels, a primary indicator of a market's overall buying power.

The *Survey of Buying Power - Part II*, with its five-year projections of population, income, and retail sales (as well as data on TV and newspaper markets), informs the user of what will happen in these markets in the near future, and gives him information on who he will reach through the various media that cover these markets.

The February *Survey of Selling Costs*, with data on meal and lodging costs, auto rental, and other sales-related expenditures, indicates the level of expenses needed to operate successfully in these markets. This enables the sales executive to make a more precise estimate of what it will cost to make a sale, once a particular market has been selected.

As an aid to marketers, all four S&MM *Surveys* are purposely designed to be used together, as evidenced by their common geographic format. The *Survey of Buying Power* and the *Survey of Buying Power - Part II*—as well as the *Survey of Industrial & Commercial Buying Power*—utilize the county as the basic building block in their presentation of data. This allows users to easily combine data from any of these three issues as they apply to their own sales territories, which are also frequently based on county geography. The *Survey of Selling Costs* then presents data on the cost of making a sale in a particular metro area, which can also be directly related to the other *Surveys*, since metro areas are, by definition, made up of groups of counties. These important pieces of the marketing puzzle—the buyer profile, the industrial activity, the market's projected growth, the reach of advertising, and the cost of making the sale—can all be found in the pages of S&MM's four *Surveys*, along with a wide array of other market-relevant data. Taken together, they provide an integrated, easy-to-use marketing information system geared to the individual needs of the marketer.

It has been said that knowledge is power. If that is true, then the information in these issues provides a powerful tool for strengthening the sales planning and developing the sound marketing tactics essential in today's highly competitive marketplace. The metros, counties, and cities profiled in the four *Surveys* provide a consistent geographic framework for the always-changing statistics that tell you who your customers are, where they are, and what goes on in the markets where they live, work, and spend. S&MM



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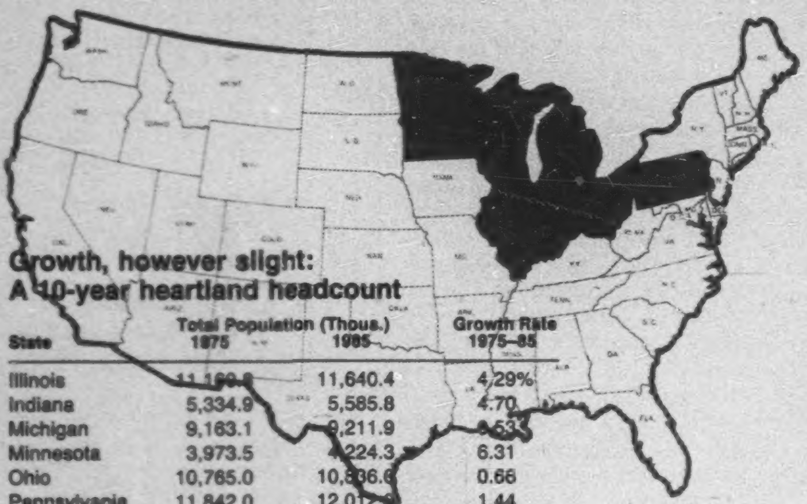
Rustbelt on the rebound



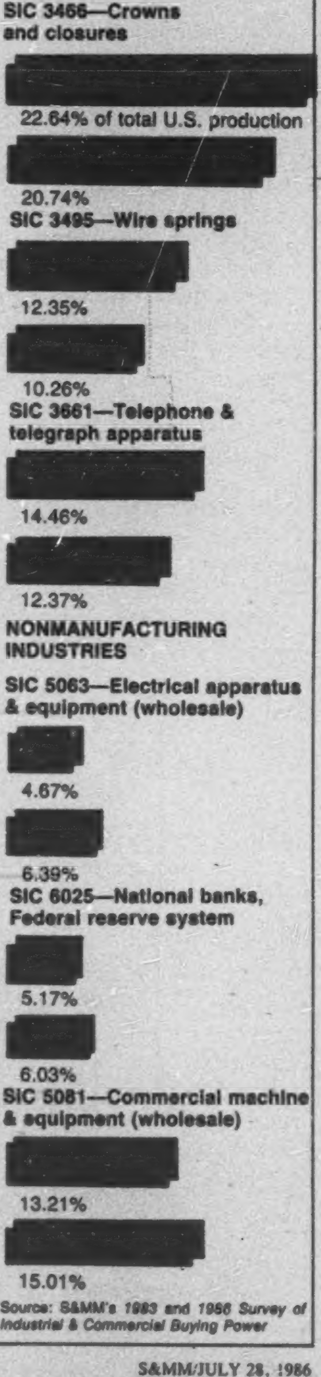
Growth, however slight: A 10-year heartland headcount

State	Total Population (Thous.) 1975	1985	Growth Rate 1975–85
Illinois	[illegible]	11,640.4	4.29%
Indiana	5,334.9	5,585.8	4.70
Michigan	9,163.1	9,211.9	0.53
Minnesota	3,973.5	4,224.3	6.31
Ohio	10,765.0	10,836.6	0.66
Pennsylvania	11,842.0	12,012.[illegible]	1.44
Wisconsin	4,647.6	4,818.0	3.66
U.S. Totals	**214,547.9**	**240,833.5**	**12.25%**

Source: S&MM's *1976, and 1986 Survey of Buying Power.*

Cook County: The face of industrial change

MANUFACTURING INDUSTRIES

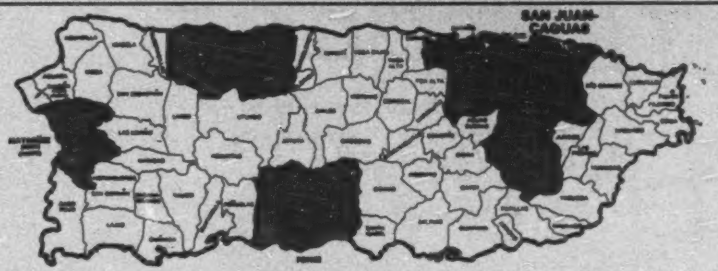


Source: S&MM's *1983 and 1986 Survey of Industrial & Commercial Buying Power*

Market points

- Despite the recent downturn in basic manufacturing, the Great Lakes region still accounts for 68% of motor vehicle manufacturing, 70% of raw steel production, 66% of metalworking machinery, and 56% of machine-tool establishments in the U.S.
- This region represents just one-sixth of the land area of the continental U.S., yet it contains one-third of the total U.S. population and labor force.
- Compared with 1969, the Great Lakes region employs 2.1 million fewer people in manufacturing industries (as of 1984), but still produces 42% of the total value of all durable goods manufactured in the U.S.
- In spite of losses in manufacturing employment, overall employment in the region rose between 1975 and 1982, due in large part to gains in service-related industries. In 1969, manufacturing accounted for just over one-third of all jobs in the region, while service employees totalled 15.4%. By 1984, manufacturing's share had dropped to 23.1% and services jumped to an almost equal 22.8%.
- In terms of Rustbelt spending power, the Great Lakes region accounts for 33% ($980 billion) of total U.S. personal income and 30% ($392 billion) of the nation's retail sales.
- The Great Lakes region is also a leader in the area of higher education, chalking up 35.2% of all bachelor's degrees, 36.4% of all graduate degrees, and 37.4% of all doctorates awarded in the U.S.

Puerto Rico: Commonwealth with uncommon wealth



Puerto Rican metros: A combined market bigger than Miami

Metro	Total Population	Male	Female
Arecibo	140,608	68,505	72,103
Caguas	173,961	84,962	88,999
Mayaguez	133,497	64,907	68,590
Ponce	253,285	123,054	130,231
San Juan	1,086,376	518,134	568,242

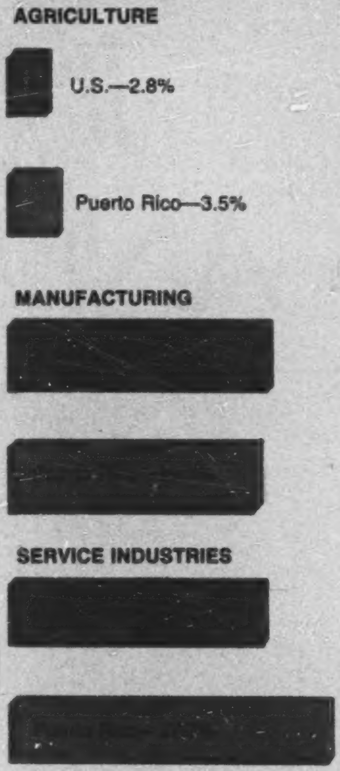
Source: U.S. Census Bureau, *1980 Census of Population, General Social and Economic Characteristics—Puerto Rico*, PC80-1-C53A.

Young, younger, youngest: Population by age group

Age	Total	% Of Total Pop.	Age	Total	% Of Total Pop.
Under 5 years	340,652	10.65%	45 to 49	143,380	4.48
5 to 9	331,310	10.36	50 to 54	129,271	4.04
10 to 14	337,312	10.55	55 to 59	120,674	3.77
15 to 19	337,207	10.55	60 to 64	105,927	3.31
20 to 24	272,357	8.52	65 to 69	93,409	2.92
25 to 29	236,426	7.39	70 to 74	66,280	2.07
30 to 34	229,419	7.17	75 to 79	45,697	1.43
35 to 39	195,088	6.10	80 to 84	24,535	0.76
40 to 44	164,916	5.16	85 and over	22,660	0.71

Source: U.S. Census Bureau, *1980 Census of Population, General Social and Economic Characteristics—Puerto Rico*, PC80-1-C53A.

A mirror of America: Employment in major industries



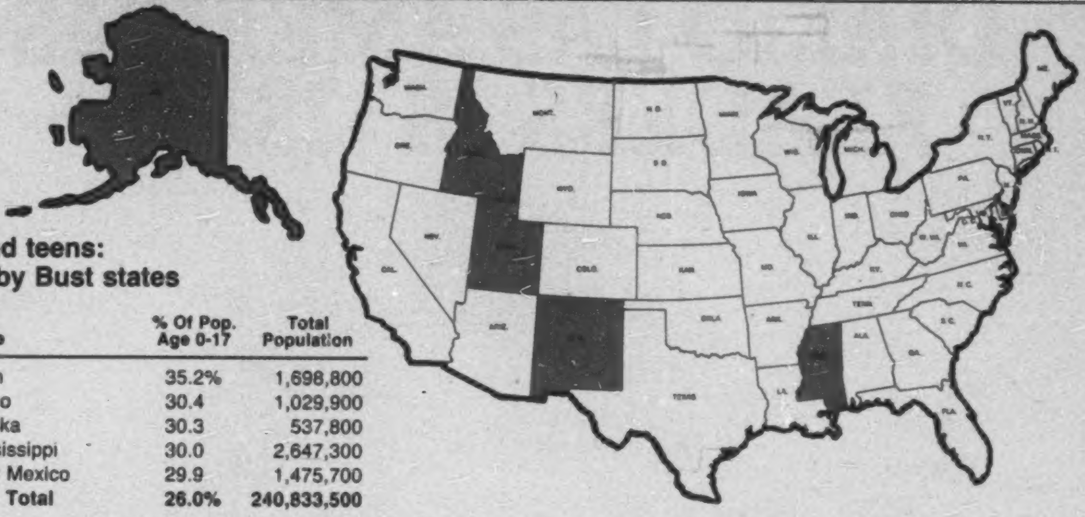
Sources: U.S. Census Bureau, *1980 Census of Population*, PC80-1-C53A, and *Statistical Abstract of the U.S., 105th Edition.*

Market points

- Puerto Rico presents marketers with opportunities rich in potential for goods and services that fit the needs of this young, fast-growing, largely white-collar population. With 42% of its inhabitants under age 20—a segment more than 1.3 million strong—and a median age of only 24.6 years, the youth market here is important.
- The labor force in Puerto Rico closely mirrors that in the U.S., with 62.1% of the population employed in either Managerial and professional, Technical, sales, and administrative, or Service professions. These same three categories account for 64.5% of U.S. jobs.
- The biggest statistical difference between the U.S. and Puerto Rico is in the area of income, where 1980 median household income figures were $21,413 and $5,348, respectively. Marketers of luxury items and premium-priced products should take this into account when approaching this market.
- Fertility rates in Puerto Rico are markedly higher than in the U.S., where 1980 rates were all the way down to 1.8. In Puerto Rico, on the other hand, fertility rates of 7.1% are almost twice that of the peak baby-boom years, although the figure has dropped a bit since 1970, when rates were around 8.5%
- The level of educational attainment here is another area that charts well below the U.S. average, at least in the area of secondary-school education. In terms of high school graduates, only 21.1% of Puerto Ricans complete four years of high school, compared with over 66% in the U.S. On the other hand, those completing four or more years of college account for 9.4% of the population, against a more conservative U.S. figure of 16.2%. In fact, Puerto Rico's 9.4% is only 1% below the same figure for the state of West Virginia, and just 1.4% below that of Arkansas.

S&MM MARKETGRAPH

The Baby Bust: After the fire



Kids and teens: Top Baby Bust states

Rank	State	% Of Pop. Age 0-17	Total Population
1	Utah	35.2%	1,698,800
2	Idaho	30.4	1,029,900
3	Alaska	30.3	537,800
4	Mississippi	30.0	2,647,300
5	New Mexico	29.9	1,475,700
	U.S. Total	**26.0%**	**240,833,500**

Source: S&MM's *1986 Survey of Buying Power.*

Metros on the cusp: Percentage leaders in 18-24 year old population

Rank	Metro	% Of Pop. Age 18-24
1	Bryan-College Station, TX	32.8%
2	Jacksonville, NC	31.3
3	Lawrence, KS	29.1
4	Bloomington, IN	28.3
5	State College, PA	28.0
6	Champaign-Urbana-Rantoul, IL	26.0
7	Lafayette-West Lafayette, IN	25.8
8	Columbia, MO	25.3
9	Iowa City, IA	24.6
10	Gainesville, FL	22.4
11	Grand Forks, ND	21.9
12	Bloomington-Normal, IL	21.4
13	Killeen-Temple, TX	21.2
14	Ann Arbor, MI	20.4
15	Fayetteville, NC	20.2
16	Provo-Orem, UT	20.1
17	Lawton, OK	19.3
18	Athens, GA	18.8
18	Fargo-Moorhead, ND	18.8
20	Charlottesville, VA	18.6
21	Lincoln, NE	18.5
22	Lubbock, TX	18.4
23	Tallahassee, FL	18.3
24	Fort Collins-Loveland, CO	17.7
24	La Crosse, WI	17.7

Source: S&MM's *1986 Survey of Buying Power.*

Market points

- In 1964, after more than a decade of at least 4 million births per year, birth rates began a rapid decline, reaching 67 births per 1,000 women aged 18-44 by 1975. Between 1946 and 1964, the Baby Boom produced more than 75 million American babies. In the next 11 years (1965-76), there were only 38 million. This generation is now referred to as the Baby Bust.

- By 1982, 37% of children under 18 were not living with both biological parents, and between 1960 and 1982, the number of children living in single-parent families increased by 150%. Family lifestyle differences such as these should be carefully considered by marketers looking at this group.

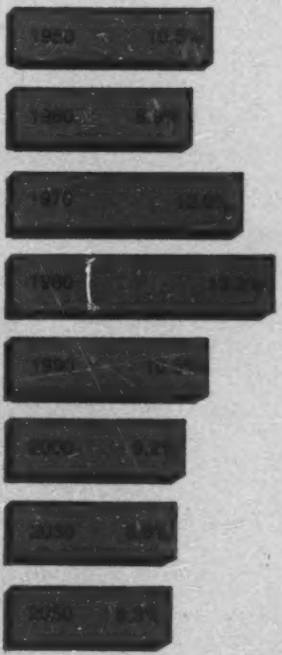
- The relative size of the American workforce will soon favor Baby Busters, with growth rates expected to slow to just 1% per year by the middle of the next decade, less than half of what they were in the 1970s. As a consequence, it is expected that wages will rise and unemployment will fall, with some industries actually experiencing job shortages.

- With the oldest Baby Busters now only 21, there are already signs that this generation will be less marriage oriented. Since 1980, when the first Baby Busters entered the 15-21 age group, marriage rates for that segment have declined significantly.

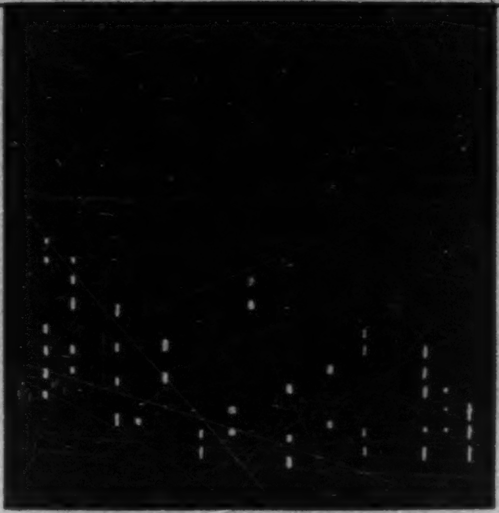
- As far as college enrollment is concerned, the smaller size of this generation contributes to projections showing a 6.3% decline in college enrollment by 1993. The National Center for Educational Statistics also shows an 18% decline in the number of college men age 18-24, and a 21% decline for women in this same age group.

College, beer, fast cars, and first jobs: The rise and fall of 18-24 year olds

Real/Projected % Of 18-to-24-year-old Population



Source: U.S. Census Bureau, *Projections of the Population of the U.S. by Age, Sex, and Race: 1983 to 2080*, P-25, No. 952.



Data in this *Survey of Buying Power* are organized into three sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section B

U.S., REGIONAL, AND STATE SUMMARIES; METROPOLITAN MARKET RANKINGS

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Building materials and hardware store sales........................ B-43

1985 REGIONAL AND STATE SUMMARIES OF POPULATION

S&MM ESTIMATES

REGION State	12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Population	Population by Age Group					12/31/85 Households (Thousands)	% Of U.S.
				0–17 Years (Thousands)	18–24 Years (Thousands)	25–34 Years (Thousands)	35–49 Years (Thousands)	50 & Over (Thousands)		
NEW ENGLAND	**12,706.7**	**5.2762**	**33.0**	**3,098.6**	**1,506.8**	**2,190.6**	**2,360.9**	**3,549.8**	**4,673.6**	**5.2862**
Connecticut	3,175.9	1.3137	33.7	769.5	353.2	535.7	625.3	892.2	1,154.9	1.3063
Maine	1,175.4	.4881	32.3	309.1	132.1	199.5	213.8	320.9	431.2	.4877
Massachusetts	5,847.4	2.4279	33.0	1,393.2	716.3	1,015.1	1,063.9	1,658.9	2,168.1	2.4523
New Hampshire	1,000.7	.4156	31.8	257.7	118.3	182.5	190.0	252.2	368.2	.4165
Rhode Island	969.5	.4026	33.5	228.3	119.8	160.0	169.5	291.9	353.0	.3993
Vermont	537.8	.2233	31.2	140.8	67.1	97.8	98.4	133.7	198.2	.2241
MIDDLE ATLANTIC	**37,597.1**	**15.6112**	**33.7**	**9,214.8**	**4,142.4**	**6,227.1**	**7,188.8**	**10,824.0**	**13,932.8**	**15.7593**
New Jersey	7,618.9	3.1635	33.9	1,890.7	806.7	1,256.3	1,516.9	2,148.3	2,763.5	3.1258
New York	17,966.2	7.4600	33.6	4,408.9	1,969.5	3,032.9	3,483.7	5,071.2	6,676.7	7.5520
Pennsylvania	12,012.0	4.9877	33.9	2,915.2	1,366.2	1,937.9	2,188.2	3,604.5	4,492.6	5.0815
EAST NORTH CENTRAL	**42,092.1**	**17.4778**	**31.5**	**11,279.5**	**5,038.8**	**7,246.3**	**7,791.3**	**10,736.2**	**15,274.7**	**17.3903**
Illinois	11,640.4	4.8333	31.9	3,056.4	1,376.5	2,017.6	2,182.0	3,007.9	4,258.7	4.8170
Indiana	5,585.8	2.3194	31.3	1,526.2	672.2	950.6	1,036.9	1,399.9	2,004.4	2.2671
Michigan	9,211.9	3.8251	30.9	2,534.2	1,125.7	1,611.9	1,701.1	2,239.0	3,312.5	3.7468
Ohio	10,836.0	4.4994	31.9	2,876.1	1,274.6	1,846.7	2,016.5	2,822.1	4,019.1	4.5460
Wisconsin	4,818.0	2.0006	31.5	1,286.6	589.8	819.5	854.8	1,267.3	1,780.0	2.0134
WEST NORTH CENTRAL	**17,773.0**	**7.3798**	**32.0**	**4,652.6**	**2,147.1**	**2,993.0**	**3,164.5**	**4,815.8**	**6,581.8**	**7.4446**
Iowa	2,942.8	1.2219	32.2	771.5	353.9	483.9	509.8	823.7	1,121.8	1.2689
Kansas	2,470.5	1.0258	32.1	628.7	307.5	418.5	437.0	678.8	929.4	1.0512
Minnesota	4,224.3	1.7540	31.3	1,127.6	515.8	748.8	765.5	1,066.6	1,549.6	1.7527
Missouri	5,093.8	2.1151	32.9	1,305.2	538.7	831.3	937.0	1,431.6	1,860.5	2.1044
Nebraska	1,622.4	.6737	31.7	428.7	197.0	275.3	283.0	438.4	608.8	.6886
North Dakota	699.9	.2906	30.3	191.1	94.8	120.1	114.4	179.5	247.7	.2802
South Dakota	719.3	.2987	31.1	199.8	89.4	115.1	117.8	197.2	264.0	.2986
SOUTH ATLANTIC	**40,558.6**	**16.8409**	**32.6**	**10,202.8**	**4,773.8**	**7,004.3**	**7,711.3**	**10,866.6**	**15,006.1**	**16.9735**
Delaware	621.4	.2580	31.8	160.9	78.0	106.2	119.8	156.5	221.4	.2504
District of Columbia	621.0	.2579	32.8	127.7	84.2	126.5	117.2	165.4	253.7	.2870
Florida	11,435.2	4.7482	36.7	2,532.1	1,186.3	1,749.9	2,025.6	3,941.3	4,560.2	5.1580
Georgia	5,990.5	2.4874	30.6	1,673.4	712.0	1,095.3	1,169.1	1,340.7	2,121.6	2.3998
Maryland	4,436.4	1.8421	32.0	1,128.4	519.9	816.5	911.3	1,060.3	1,592.5	1.8013
North Carolina	6,304.9	2.6179	31.5	1,638.0	794.2	1,105.1	1,213.4	1,554.2	2,299.0	2.6004
South Carolina	3,396.3	1.4102	30.1	949.3	444.0	602.5	631.1	769.4	1,200.7	1.3581
Virginia	5,785.0	2.4021	31.4	1,468.9	735.4	1,073.2	1,173.6	1,333.9	2,026.3	2.2920
West Virginia	1,967.9	.8171	32.3	524.1	219.8	329.0	350.1	544.9	730.7	.8265
EAST SOUTH CENTRAL	**15,306.5**	**6.3556**	**31.3**	**4,215.0**	**1,819.2**	**2,561.9**	**2,827.1**	**3,883.3**	**5,516.0**	**6.2392**
Alabama	4,079.8	1.6940	31.4	1,128.0	483.3	670.5	753.8	1,044.2	1,484.5	1.6791
Kentucky	3,786.2	1.5722	31.2	1,039.9	434.8	646.7	692.9	951.9	1,351.2	1.5284
Mississippi	2,647.3	1.0992	30.0	795.2	320.2	416.9	456.9	658.1	915.4	1.0354
Tennessee	4,793.2	1.9902	32.1	1,251.9	560.9	827.8	923.5	1,229.1	1,764.9	1.9963
WEST SOUTH CENTRAL	**26,698.9**	**11.0860**	**30.5**	**7,487.5**	**3,287.4**	**4,721.9**	**4,915.0**	**6,287.1**	**9,540.9**	**10.7917**
Arkansas	2,401.6	.9972	32.7	650.3	260.1	375.5	430.4	685.3	874.8	.9895
Louisiana	4,532.6	1.8820	29.5	1,336.2	579.2	786.4	805.9	1,024.9	1,586.7	1.7947
Oklahoma	3,356.0	1.3935	32.1	881.1	396.0	563.2	623.3	892.4	1,269.1	1.4355
Texas	16,408.7	6.8133	30.1	4,619.9	2,052.1	2,996.8	3,055.4	3,684.5	5,810.3	6.5720
MOUNTAIN	**13,020.3**	**5.4063**	**29.9**	**3,688.1**	**1,622.6**	**2,433.2**	**2,399.1**	**2,877.3**	**4,809.5**	**5.4401**
Arizona	3,252.2	1.3504	31.3	875.4	393.3	566.9	585.7	830.9	1,241.6	1.4044
Colorado	3,269.7	1.3576	30.3	848.4	425.2	686.7	639.1	670.3	1,273.4	1.4403
Idaho	1,029.9	.4277	29.6	312.7	119.7	181.4	184.0	232.1	351.0	.3971
Montana	836.7	.3474	31.0	228.8	99.3	151.1	153.4	204.1	321.6	.3638
Nevada	940.9	.3906	32.0	234.0	110.4	181.2	201.2	214.1	383.1	.4333
New Mexico	1,475.7	.6128	29.4	441.0	180.6	262.5	272.0	319.6	524.2	.5929
Utah	1,698.8	.7054	25.9	597.4	225.7	298.8	270.2	306.7	525.1	.5940
Wyoming	516.4	.2144	28.8	150.4	68.4	104.6	93.5	99.5	189.5	.2143
PACIFIC	**35,080.3**	**14.5662**	**31.6**	**8,836.3**	**4,285.8**	**6,731.0**	**6,755.4**	**8,471.8**	**12,974.3**	**14.6751**
Alaska	537.8	.2233	27.7	162.8	71.5	129.2	112.8	61.5	185.3	.2096
California	26,345.3	10.9393	31.7	6,576.8	3,239.7	5,018.0	5,098.7	6,412.1	9,709.5	10.9824
Hawaii	1,071.3	.4448	30.1	284.9	141.2	212.9	201.3	231.0	334.0	.3777
Oregon	2,709.2	1.1249	31.9	687.4	303.4	524.6	502.5	691.3	1,036.7	1.1726
Washington	4,416.7	1.8339	31.5	1,124.4	530.0	846.3	840.1	1,075.9	1,708.8	1.9328
TOTAL UNITED STATES	**240,833.5**	**100.0000**	**31.9**	**62,675.2**	**28,623.9**	**42,109.2**	**45,113.3**	**62,311.9**	**88,409.7**	**100.0000**

1985 REGIONAL AND STATE SUMMARIES OF EFFECTIVE BUYING INCOME

S&MM ESTIMATES

SS

REGION State	1985 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Households by Effective Buying Income Group				
						Under $10,000 (Thousands)	$10,000–$19,999 (Thousands)	$20,000–$34,999 (Thousands)	$35,000–$49,999 (Thousands)	$50,000 & Over (Thousands)
NEW ENGLAND	**168,851,886**	**6.0299**	**13,288**	**36,129**	**27,143**	**736.2**	**966.6**	**1,270.0**	**817.1**	**863.7**
Connecticut	48,502,988	1.7321	15,272	41,998	32,156	142.6	197.3	293.2	227.3	294.5
Maine	11,777,988	.4206	10,020	27,314	20,608	87.4	121.4	129.9	58.3	34.2
Massachusetts	78,928,925	2.8187	13,498	36,405	27,458	351.8	434.1	580.2	397.1	404.9
New Hampshire	12,555,999	.4484	12,547	34,101	26,965,	52.0	79.2	107.1	67.7	62.2
Rhode Island	11,687,990	.4174	12,056	33,110	24,872	64.2	77.2	99.3	60.8	51.5
Vermont	5,397,996	.1927	10,037	27,235	20,654	38.2	57.4	60.3	25.9	16.4
MIDDLE ATLANTIC	**472,122,618**	**16.8600**	**12,557**	**33,886**	**24,919**	**2,581.0**	**3,049.2**	**3,754.0**	**2,339.1**	**2,209.5**
New Jersey	108,470,680	3.8736	14,237	39,251	29,843	403.3	512.5	698.7	526.5	622.5
New York	228,984,585	8.1773	12,745	34,296	24,556	1,303.0	1,457.6	1,725.2	1,093.7	1,097.2
Pennsylvania	134,667,353	4.8091	11,211	29,975	22,948	874.7	1,079.1	1,330.1	718.9	489.8
EAST NORTH CENTRAL	**488,601,676**	**17.4484**	**11,608**	**31,780**	**24,712**	**2,804.0**	**3,401.5**	**4,455.8**	**2,722.5**	**1,990.9**
Illinois	145,930,702	5.2113	12,537	34,266	26,269	756.4	871.1	1,163.9	786.9	680.4
Indiana	59,492,766	2.1245	10,651	29,681	23,499	365.5	480.2	612.5	334.9	211.3
Michigan	106,947,636	3.8192	11,610	32,286	25,329	602.3	704.7	941.0	609.0	455.5
Ohio	122,320,697	4.3682	11,288	30,435	23,862	764.7	915.3	1,189.9	689.1	460.1
Wisconsin	53,909,875	1.9252	11,189	30,286	23,674	315.1	430.2	548.5	302.6	183.6
WEST NORTH CENTRAL	**203,177,673**	**7.2557**	**11,482**	**30,870**	**22,844**	**1,295.2**	**1,593.4**	**1,845.7**	**1,047.5**	**800.0**
Iowa	31,984,186	1.1422	10,869	28,511	21,297	234.8	292.2	334.8	162.8	97.2
Kansas	30,666,211	1.0951	12,413	32,996	23,974	168.9	218.7	258.6	153.7	129.5
Minnesota	50,146,883	1.7908	11,871	32,361	24,812	273.9	349.8	440.4	274.0	211.5
Missouri	56,331,601	2.0117	11,059	30,278	22,415	385.4	449.9	501.1	290.3	233.8
Nebraska	18,525,879	.6616	11,419	30,430	22,143	122.8	152.3	172.0	90.8	70.9
North Dakota	8,123,490	.2901	11,607	32,796	23,978	44.6	58.6	68.6	41.5	34.4
South Dakota	7,399,423	.2642	10,287	28,028	19,261	64.8	71.9	70.2	34.4	22.7
SOUTH ATLANTIC	**450,910,683**	**16.1022**	**11,118**	**30,048**	**22,486**	**2,968.0**	**3,705.9**	**4,125.9**	**2,236.5**	**1,969.8**
Delaware	7,569,995	.2704	12,182	34,191	25,647	36.5	49.4	61.6	39.7	34.2
District of Columbia	9,564,996	.3415	15,403	37,702	23,808	50.6	57.0	62.7	36.3	47.1
Florida	132,648,049	4.7370	11,600	29,088	21,534	916.6	1,202.0	1,219.5	628.4	593.7
Georgia	62,929,789	2.2473	10,505	29,661	22,490	444.7	502.0	569.9	324.4	280.6
Maryland	57,040,373	2.0369	12,857	35,818	29,105	220.7	304.9	436.0	307.5	323.4
North Carolina	62,795,945	2.2425	9,960	27,314	20,362	502.8	626.0	667.1	309.2	193.9
South Carolina	31,105,769	1.1108	9,159	25,906	19,640	283.7	327.6	345.0	154.9	89.5
Virginia	69,757,778	2.4911	12,058	34,426	26,494	315.6	436.1	559.7	350.0	364.9
West Virginia	17,497,989	.6248	8,892	23,947	18,167	196.8	200.9	204.4	86.1	42.5
EAST SOUTH CENTRAL	**140,865,447**	**5.0304**	**9,203**	**25,538**	**18,703**	**1,478.8**	**1,446.0**	**1,441.9**	**694.5**	**454.8**
Alabama	37,065,047	1.3236	9,085	24,968	18,428	410.9	385.2	385.6	186.1	116.7
Kentucky	35,787,379	1.2780	9,452	26,486	19,128	351.0	351.6	357.3	180.0	111.3
Mississippi	21,154,791	.7554	7,991	23,110	16,448	284.6	251.1	222.3	95.7	61.7
Tennessee	46,858,230	1.6734	9,776	26,550	19,810	432.3	458.1	476.7	232.7	165.1
WEST SOUTH CENTRAL	**288,907,898**	**10.3173**	**10,821**	**30,281**	**22,228**	**2,066.3**	**2,253.2**	**2,507.2**	**1,461.7**	**1,252.5**
Arkansas	21,696,330	.7748	9,034	24,801	17,625	242.0	247.0	223.7	97.5	64.6
Louisiana	44,070,867	1.5739	9,723	27,775	20,668	406.2	365.8	405.2	233.6	175.9
Oklahoma	35,448,179	1.2659	10,563	27,932	20,592	294.2	323.3	343.3	178.7	129.6
Texas	187,692,522	6.7027	11,439	32,303	24,059	1,123.9	1,317.1	1,535.0	951.9	882.4
MOUNTAIN	**139,224,492**	**4.9717**	**10,693**	**28,948**	**22,687**	**898.4**	**1,217.9**	**1,391.4**	**748.7**	**553.1**
Arizona	34,845,716	1.2443	10,715	28,065	21,714	244.6	327.6	352.5	183.4	133.5
Colorado	40,440,377	1.4441	12,368	31,758	25,419	204.0	291.0	366.7	222.7	189.0
Idaho	9,685,400	.3459	9,404	27,594	21,009	70.2	96.4	104.1	49.5	30.8
Montana	8,083,226	.2886	9,661	25,134	19,417	74.9	90.7	93.8	40.2	22.0
Nevada	11,409,899	.4075	12,127	29,783	24,180	61.3	95.9	111.8	63.3	50.8
New Mexico	13,840,192	.4942	9,379	26,403	19,622	125.7	141.2	139.2	68.4	49.7
Utah	14,921,988	.5329	8,784	28,417	23,239	87.6	134.4	166.9	84.3	51.9
Wyoming	5,997,694	.2142	11,614	31,650	26,301	30.1	40.7	56.4	36.9	25.4
PACIFIC	**447,596,510**	**15.9843**	**12,759**	**34,499**	**25,833**	**2,183.6**	**2,870.3**	**3,431.0**	**2,207.8**	**2,281.6**
Alaska	7,841,910	.2801	14,581	42,320	32,534	25.2	32.5	41.0	33.9	52.7
California	346,280,970	12.3661	13,144	35,664	26,557	1,583.7	2,103.4	2,515.1	1,673.3	1,834.0
Hawaii	12,675,993	.4527	11,832	37,952	28,140	44.5	73.1	87.0	61.2	68.2
Oregon	28,325,778	1.0115	10,455	27,323	21,385	211.6	272.8	306.6	151.7	94.0
Washington	52,471,859	1.8739	11,880	30,707	24,332	318.6	388.5	481.3	287.7	232.7
TOTAL UNITED STATES	**2,800,258,883**	**100.0000**	**11,427**	**31,674**	**23,680**	**17,011.5**	**20,504.0**	**24,222.9**	**14,295.4**	**12,375.9**

1985 REGIONAL AND STATE SUMMARIES OF RETAIL SALES

S&MM ESTIMATES

REGION State	1985 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Retail Sales by Store Group						Sales/Advertising Indexes		
				Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**88,112,653**	**6.3154**	**18,853**	**18,082,326**	**9,288,994**	**9,427,447**	**3,577,150**	**17,578,925**	**2,731,385**	**120**	**5.9646**	**113**
Connecticut	21,908,988	1.5702	18,970	4,515,507	2,177,374	2,383,615	1,020,327	4,496,465	617,106	119	1.6008	121
Maine	7,168,994	.5139	16,626	1,684,314	619,906	653,462	204,287	1,493,981	215,927	105	.4621	95
Massachusetts	42,138,986	3.0202	19,436	8,194,074	4,915,469	4,648,554	1,703,351	8,168,957	1,390,491	124	2.8008	115
New Hampshire	7,634,998	.5473	20,736	1,694,086	646,034	833,510	313,341	1,612,602	184,259	132	.4714	113
Rhode Island	5,641,692	.4044	15,982	1,190,563	595,673	646,531	215,527	1,019,468	230,714	100	.4106	102
Vermont	3,618,995	.2594	18,259	803,782	334,538	261,775	120,317	787,462	92,888	116	.2189	98
MIDDLE ATLANTIC	**208,627,302**	**14.9526**	**14,974**	**44,506,319**	**20,474,879**	**23,289,992**	**11,524,902**	**39,523,294**	**7,036,593**	**96**	**16.0380**	**103**
New Jersey	48,525,870	3.4779	17,560	10,235,427	4,389,237	4,911,850	2,755,263	10,032,203	1,405,471	110	3.6129	114
New York	95,806,920	6.8666	14,349	20,695,263	10,302,442	10,430,430	5,792,094	15,927,002	3,470,997	92	7.6406	102
Pennsylvania	64,294,512	4.6081	14,311	13,575,629	5,783,200	7,947,712	2,977,545	13,564,089	2,160,125	92	4.7845	96
EAST NORTH CENTRAL	**232,746,203**	**16.6814**	**15,138**	**45,291,101**	**21,493,906**	**29,340,423**	**10,826,011**	**50,867,295**	**9,468,372**	**95**	**17.2244**	**99**
Illinois	63,157,798	4.5267	14,830	11,719,732	5,716,552	7,442,997	3,117,431	13,670,455	2,829,069	94	4.9304	102
Indiana	31,848,798	2.2827	15,889	6,203,472	2,915,288	3,698,537	1,362,498	7,274,944	1,401,158	98	2.2109	95
Michigan	51,965,249	3.7244	15,688	9,741,736	4,646,501	6,747,990	2,485,956	11,975,374	2,149,418	97	3.7921	99
Ohio	60,783,840	4.3565	15,124	12,759,443	5,731,934	8,239,800	2,683,232	12,746,743	2,372,799	97	4.3909	98
Wisconsin	24,990,518	1.7911	14,040	4,866,718	2,483,631	3,211,099	1,176,894	5,199,779	715,928	90	1.9001	95
WEST NORTH CENTRAL	**104,482,212**	**7.4885**	**15,874**	**21,211,223**	**8,423,860**	**12,667,165**	**4,382,800**	**25,524,342**	**2,882,302**	**101**	**7.3502**	**100**
Iowa	15,266,693	1.0942	13,609	3,510,829	1,196,718	1,732,880	600,278	3,549,302	448,474	90	1.1437	94
Kansas	14,090,702	1.0099	15,161	2,983,952	1,085,019	1,662,437	643,995	3,653,962	368,543	98	1.0557	103
Minnesota	27,241,195	1.9524	17,580	5,131,255	2,191,748	3,313,166	1,091,806	6,387,695	738,271	111	1.8319	104
Missouri	30,762,784	2.2049	16,535	6,411,088	2,510,812	4,065,880	1,231,441	7,505,996	835,391	104	2.0902	99
Nebraska	8,997,294	.6449	14,779	1,746,347	820,818	1,078,771	490,392	2,128,433	251,375	96	.6590	98
North Dakota	4,250,199	.3046	17,159	678,823	305,831	445,797	175,292	1,340,248	106,109	105	.2946	101
South Dakota	3,873,345	.2776	14,672	748,929	312,914	368,234	149,596	958,706	134,139	93	.2751	92
SOUTH ATLANTIC	**238,701,434**	**17.1082**	**15,907**	**48,393,616**	**21,700,769**	**27,325,669**	**12,580,542**	**59,040,051**	**8,268,048**	**102**	**16.5520**	**98**
Delaware	4,216,000	.3022	19,042	803,709	348,431	582,470	205,864	948,475	134,293	117	.2774	108
District of Columbia	3,298,998	.2365	13,004	583,418	711,749	320,012	191,028	189,795	155,449	92	.2933	114
Florida	73,755,983	5.2862	16,174	14,210,683	7,012,351	8,272,453	4,098,771	19,867,182	2,604,126	111	4.9040	103
Georgia	34,100,266	2.4440	16,073	6,724,402	3,163,127	3,996,984	1,649,680	8,316,777	1,108,441	98	2.3544	95
Maryland	28,863,392	2.0687	18,125	5,647,484	2,590,343	3,433,132	1,517,404	6,845,533	1,014,120	112	2.0076	109
North Carolina	34,422,973	2.4672	14,973	7,481,902	2,871,549	3,569,375	1,836,989	8,526,132	1,189,059	94	2.3850	91
South Carolina	17,003,771	1.2187	14,162	3,819,526	1,507,114	1,755,525	876,358	3,957,273	559,606	86	1.2031	85
Virginia	33,723,860	2.4170	16,643	6,969,172	2,849,813	4,037,583	1,837,304	8,134,481	1,166,096	101	2.4511	102
West Virginia	9,316,191	.6677	12,750	2,153,320	646,292	1,338,135	367,144	2,254,403	336,858	82	.6761	83
EAST SOUTH CENTRAL	**74,387,796**	**5.3314**	**13,486**	**16,471,507**	**6,004,558**	**9,696,196**	**3,408,194**	**17,155,748**	**2,865,370**	**84**	**5.3857**	**85**
Alabama	18,060,674	1.2944	12,166	4,096,917	1,381,116	2,160,274	845,372	4,353,125	720,563	76	1.3889	82
Kentucky	18,060,294	1.2944	13,366	4,042,271	1,576,486	2,304,690	769,447	3,806,792	741,016	82	1.3417	85
Mississippi	11,616,489	.8326	12,690	2,719,824	799,540	1,595,752	502,754	2,747,247	470,565	76	.8474	77
Tennessee	26,650,339	1.9100	15,100	5,612,495	2,247,416	3,635,480	1,290,621	6,248,584	933,226	96	1.8077	91
WEST SOUTH CENTRAL	**153,938,886**	**11.0332**	**16,135**	**33,594,297**	**15,083,561**	**18,376,402**	**7,575,855**	**32,175,166**	**4,130,984**	**100**	**10.6859**	**96**
Arkansas	11,074,799	.7938	12,660	2,411,336	877,508	1,481,468	453,309	2,369,600	324,575	80	.8251	83
Louisiana	23,774,409	1.7039	14,984	5,596,185	2,366,970	2,924,223	1,245,447	4,255,790	897,378	91	1.6745	89
Oklahoma	19,433,585	1.3929	15,313	4,216,460	1,913,125	2,296,917	987,321	4,411,024	427,512	100	1.3295	95
Texas	99,656,093	7.1426	17,152	21,370,316	9,925,938	11,673,794	4,889,778	21,138,752	2,481,519	105	6.8568	101
MOUNTAIN	**76,020,863**	**5.4486**	**15,806**	**17,012,601**	**7,415,426**	**8,343,837**	**4,125,817**	**14,935,693**	**2,509,051**	**101**	**5.2017**	**96**
Arizona	18,401,358	1.3189	14,821	4,259,155	1,528,399	2,155,952	1,028,722	3,574,559	768,087	98	1.2878	95
Colorado	21,383,278	1.5326	16,792	4,539,487	2,291,704	2,408,489	1,262,071	4,116,687	501,211	113	1.4535	107
Idaho	4,854,195	.3479	13,830	1,201,689	431,371	402,970	241,392	1,041,106	219,530	81	.3628	85
Montana	4,706,965	.3373	14,636	1,124,977	464,848	395,529	254,134	925,207	183,777	97	.3150	91
Nevada	7,198,994	.5159	18,791	1,510,607	683,670	905,594	343,403	1,352,724	256,651	132	.4367	112
New Mexico	8,121,092	.5821	15,492	1,819,425	775,950	839,916	385,879	1,741,214	228,955	95	.5443	89
Utah	7,740,514	.5548	14,741	1,776,413	597,299	959,692	457,375	1,515,378	212,455	79	.5739	81
Wyoming	3,614,467	.2591	19,074	780,848	341,985	275,695	152,841	668,818	138,385	121	.2277	106
PACIFIC	**218,225,884**	**15.6407**	**16,220**	**44,292,141**	**24,326,556**	**25,371,051**	**11,349,378**	**47,206,128**	**7,842,599**	**107**	**15.5975**	**107**
Alaska	4,355,797	.3122	23,507	883,158	547,066	483,187	187,248	736,742	152,057	140	.2784	125
California	167,364,245	11.9953	17,237	33,749,563	18,322,054	19,014,618	9,207,494	37,025,475	6,041,404	110	11.9694	109
Hawaii	6,682,997	.4790	20,009	1,281,569	1,171,624	843,343	217,554	896,428	388,642	108	.4590	103
Oregon	15,159,386	1.0865	14,623	2,917,594	1,562,421	2,275,343	637,156	3,453,417	383,999	97	1.0567	94
Washington	24,663,459	1.7677	14,433	5,460,257	2,723,391	2,754,538	1,099,926	5,094,066	876,497	96	1.8340	100
TOTAL UNITED STATES	**1,395,243,233**	**100.0000**	**15,782**	**288,855,131**	**134,212,509**	**163,838,182**	**69,350,649**	**304,006,652**	**47,734,704**	**100**	**100.0000**	**100**

POPULATION

Area	(Thous.)	Rank
New York	8,431.8	1
Los Angeles - Long Beach	8,091.4	2
Chicago	6,127.1	3
Philadelphia	4,807.8	4
Detroit	4,361.0	5
Boston - Lawrence - Salem - Lowell - Brockton	3,703.1	6
Washington	3,492.5	7
Houston	3,211.0	8
Nassau - Suffolk	2,701.0	9
Atlanta	2,460.7	10
St. Louis	2,416.7	11
Dallas	2,296.0	12
Baltimore	2,291.9	13
Minneapolis - St. Paul	2,254.5	14
Pittsburgh	2,180.6	15
San Diego	2,140.9	16
Anaheim - Santa Ana	2,124.0	17
Oakland	1,903.2	18
Riverside - San Bernardino	1,896.4	19
Newark	1,880.9	20
Cleveland	1,873.4	21
Tampa - St. Petersburg - Clearwater	1,870.0	22
Phoenix	1,841.1	23
Miami - Hialeah	1,771.6	24
Seattle	1,719.7	25
Denver	1,635.1	26
San Francisco	1,556.0	27
Kansas City	1,497.5	28
Cincinnati	1,405.7	29
Milwaukee	1,401.0	30
San Jose	1,393.3	31
New Orleans	1,348.7	32
Bergen - Passaic	1,293.4	33
Columbus, Ohio	1,288.9	34
Norfolk - Virginia Beach - Newport News	1,288.4	35
Sacramento	1,266.4	36
San Antonio	1,209.2	37
Indianapolis	1,208.6	38
Fort Worth - Arlington	1,175.5	39
Fort Lauderdale - Hollywood - Pompano Beach	1,159.1	40
Portland, Ore.	1,149.3	41
Hartford - New Britain - Middletown - Bristol	1,075.4	42
Charlotte - Gastonia - Rock Hill	1,049.0	43
Salt Lake City - Ogden	1,044.2	44
Rochester, N.Y.	1,001.1	45
Oklahoma City	984.4	46
Buffalo	982.7	47
Louisville	971.0	48
Monmouth - Ocean	946.2	49
Middlesex - Somerset - Hunterdon	934.3	50
Total Top 50	108,112.7	
Memphis	932.8	51
Dayton - Springfield	927.5	52
Birmingham	922.1	53
Nashville	910.7	54
Greensboro - Winston-Salem - High Point	902.1	55
Providence - Pawtucket - Woonsocket	885.2	56
Orlando	864.1	57
Albany - Schenectady - Troy	861.3	58
Honolulu	828.2	59
Bridgeport - Stamford - Norwalk - Danbury	820.2	60
Jacksonville, Fla.	817.6	61
Richmond - Petersburg	813.0	62
New Haven - Waterbury - Meriden	773.5	63
Tulsa	745.3	64
Scranton - Wilkes-Barre	735.6	65
West Palm Beach - Boca Raton - Delray Beach	730.5	66
Austin	690.1	67
Syracuse	663.5	68
Worcester - Fitchburg - Leominster	662.9	69
Allentown - Bethlehem	656.8	70
Akron	648.4	71
Gary - Hammond	643.1	72
Tucson	634.6	73
Grand Rapids	633.1	74
Raleigh - Durham	632.9	75
Toledo	617.9	76
Omaha	612.4	77
Greenville - Spartanburg	609.1	78
Oxnard - Ventura	609.0	79
Knoxville	599.0	80
Springfield, Mass.	586.1	81
Fresno	578.8	82
Harrisburg - Lebanon - Carlisle	578.8	82
Las Vegas	554.2	84
Baton Rouge	554.1	85
Jersey City	552.9	86
El Paso	545.5	87
Wilmington, Del.	542.1	88
Tacoma	521.9	89
Youngstown - Warren	516.2	90
Little Rock - North Little Rock	505.0	91
New Bedford - Fall River - Attleboro	492.9	92
Charleston, S.C.	490.2	93
Bakersfield	475.8	94
Mobile	473.8	95
Lake County, Ill.	472.6	96
Albuquerque	470.2	97
Johnson City - Kingsport - Bristol	449.0	98
Columbia, S.C.	443.2	99
Flint	440.0	100
Total Top 100	140,738.5	
Chattanooga	433.7	101
Wichita	431.6	102
Lansing - East Lansing	427.8	103
Saginaw - Bay City - Midland	416.9	104
Canton	409.5	105
Stockton	406.9	106
York	401.1	107
Beaumont - Port Arthur	394.7	108
Jackson, Miss.	394.3	109
Davenport - Rock Island - Moline	389.5	110
Lancaster	386.6	111
Des Moines	384.3	112
Joliet	383.6	113
Vallejo - Fairfield - Napa	381.4	114
Augusta	378.7	115
Peoria	370.8	116
Lakeland - Winter Haven	363.6	117
Corpus Christi	363.4	118
Shreveport	363.4	118
Spokane	357.9	120
Fort Wayne	357.3	121
Colorado Springs	352.9	122
Aurora - Elgin	349.2	123
McAllen - Edinburg - Mission	345.9	124
Melbourne - Titusville - Palm Bay	344.9	125
Santa Rosa - Petaluma	340.4	126
Huntington - Ashland	339.8	127
Madison	336.7	128
Salinas - Seaside - Monterey	332.8	129
Lexington-Fayette	330.7	130
Santa Barbara - Santa Maria - Lompoc	330.6	131
Pensacola	329.4	132
Reading	323.4	133
Utica - Rome	323.1	134
Daytona Beach	313.9	135
Trenton	312.9	136
Portsmouth - Dover - Rochester	310.5	137
Modesto	306.1	138
Atlantic City	305.1	139
Manchester - Nashua	301.9	140
Appleton - Oshkosh - Neenah	300.8	141
Montgomery	293.9	142
Evansville	285.4	143
Erie	285.3	144
Visalia - Tulare - Porterville	283.3	145
Rockford	282.0	146
Macon - Warner Robins	279.5	147
Orange County, N.Y.	279.2	148
Lorain - Elyria	273.8	149
Hamilton - Middletown	273.6	150
Total Top 150	158,002.5	
Ann Arbor	271.7	151
Binghamton	269.5	152
Charleston, W.Va.	268.7	153
Eugene - Springfield	267.9	154
Fort Myers - Cape Coral	267.5	155
Fayetteville, N.C.	263.7	156
Johnstown	262.6	157
Poughkeepsie	258.8	158
Duluth	258.3	159
Salem, Ore.	257.0	160
Provo - Orem	255.9	161
Sarasota	247.6	162
New London - Norwich	246.4	163
Columbus, Ga.	242.8	164
Brownsville - Harlingen	242.5	165
South Bend - Mishawaka	238.7	166
Anchorage	237.1	167
Savannah	234.1	168
Killeen - Temple	234.0	169
Portland, Me.	226.8	170
Roanoke	226.6	171
Springfield, Mo.	224.1	172
Lubbock	221.6	173
Boulder - Longmont	219.0	174
Niagara Falls	218.6	175
Galveston - Texas City	218.1	176
Santa Cruz	217.5	177
Reno	217.4	178
Hickory	217.2	179
Kalamazoo	216.9	180
Lafayette, La.	216.6	181
Huntsville	213.1	182
Tallahassee	212.0	183
Vancouver	211.7	184
Lincoln	206.4	185
Brazoria	204.6	186
Fort Pierce	200.9	187
Beaver County, Pa.	199.9	188
Boisē	198.8	189
Biloxi - Gulfport	198.7	190
Amarillo	196.6	191
Springfield, Ill.	195.4	192
Gainesville	194.9	193
Houma - Thibodaux	192.1	194
Waco	187.7	195
Green Bay	183.2	196
Wheeling	181.9	197
Yakima	181.7	198
Fort Smith	178.5	199
Fort Collins - Loveland	178.4	200
Total Top 200	169,184.2	
Bradenton	177.6	201
St. Cloud	177.2	202
Lake Charles	176.8	203
Racine	174.2	204
Cedar Rapids	172.1	205
Longview - Marshall	171.5	206
Bremerton	170.4	207
Champaign - Urbana - Rantoul	168.8	208
Asheville	168.0	209
Ocala	167.3	210
Chico	166.7	211
Benton Harbor	166.0	212
Merced	163.2	213
Topeka	160.3	214
Parkersburg - Marietta	159.0	215
Waterloo - Cedar Falls	157.8	216
Lima	157.4	217
Steubenville - Weirton	156.5	218
Muskegon	155.8	219
Clarksville - Hopkinsville	154.4	220
Tyler	151.9	221
Fargo - Moorhead	148.2	222
Jackson, Mich.	148.0	223
Elkhart - Goshen	145.9	224
Monroe	145.5	225
Anderson, S.C.	145.3	226
Lynchburg	145.3	226
Tuscaloosa	144.2	228
Richland - Kennewick - Pasco	143.9	229
Alexandria, La.	143.5	230
Olympia	143.1	231
Pittsfield	143.1	231
Florence, Ala.	141.0	233
Odessa	140.1	234
Athens	139.8	235
Janesville - Beloit	139.5	236
Medford	139.3	237
Bangor	138.9	238
Greeley	138.8	239
Vineland - Millville - Bridgeton	138.4	240
Battle Creek	138.1	241
Eau Claire	137.8	242
Altoona	136.0	243
Joplin	134.3	244
Terre Haute	134.2	245
Fort Walton Beach	133.5	246
Anderson, Ind.	132.4	247
Decatur	131.7	248
Redding	131.7	248
Mansfield	130.9	250
Total Top 250	176,709.5	
Sharon	128.6	251
Dothan	128.5	252
Burlington, Vt.	127.8	253
Anniston	125.7	254
Pascagoula	125.4	255
Pueblo	125.4	255
Bloomington - Normal	125.1	257
Wichita Falls	124.8	258
Muncie	124.7	259
Lafayette - West Lafayette	122.8	260
Billings	122.5	261
Kenosha	122.5	261
Sioux Falls	122.2	263
Charlottesville	121.6	264
Jacksonville, N.C.	121.4	265
Abilene	121.1	266
Texarkana	120.7	267
Williamsport	119.3	268
Laredo	118.5	269
Sioux City	118.4	270
Florence, S.C.	118.3	271
Albany, Ga.	118.2	272
Naples	117.9	273
Lawton	117.1	274
Las Cruces	115.9	275
State College	115.8	276
Bellingham	114.9	277
Wausau	114.9	277
Glens Falls	114.7	279
Panama City	114.7	279
Hagerstown	114.1	281
Wilmington, N.C.	113.3	282
Danville, Va.	112.8	283
Bryan - College Station	112.7	284
Midland, Tex.	112.3	285
Yuba City	111.1	286
Columbia, Mo.	108.8	287
Fayetteville - Springdale	107.6	288
Cumberland	105.8	289
Gadsden	105.2	290
Kankakee	104.1	291
Kokomo	103.8	292
Santa Fe	103.8	292
Sheboygan	101.6	294
Bloomington, Ind.	101.4	295
Lewiston - Auburn	100.9	296
Burlington, N.C.	100.5	297
Rochester, Minn.	96.6	298
Sherman - Denison	96.5	299
San Angelo	96.4	300
Elmira	95.7	301
La Crosse	93.6	302
Dubuque	92.1	303
Bismarck	91.7	304
Pine Bluff	90.0	305
Owensboro	88.2	306
St. Joseph	86.7	307
Iowa City	86.0	308
Great Falls	80.7	309
Victoria	77.7	310
Jackson, Tenn.	77.1	311
Casper	76.4	312
Rapid City	76.3	313
Cheyenne	73.6	314
Lawrence, Kans.	71.7	315
Grand Forks	70.5	316
Enid	65.8	317
Total Above Areas	183,842.0	
Percent of U.S.	76.3357	
U.S. Total	240,832.5	

SUBURBAN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	4,163.3	1
Detroit	3,090.9	2
Philadelphia	3,052.1	3
Chicago	3,024.0	4
Nassau - Suffolk	2,701.0	5
Washington	2,682.9	6
Boston - Lawrence - Salem - Lowell - Brockton	2,483.3	7
Atlanta	1,982.1	8
St. Louis	1,776.2	9
Pittsburgh	1,752.0	10
Anaheim - Santa Ana	1,659.0	11
Minneapolis - St. Paul	1,535.7	12
Riverside - San Bernardino	1,532.5	13
Baltimore	1,497.7	14
Newark	1,457.5	15
Houston	1,415.1	16
Oakland	1,389.4	17
Cleveland	1,327.2	18
Tampa - St. Petersburg - Clearwater	1,242.3	19
New York	1,184.9	20
Bergen - Passaic	1,157.0	21
Seattle	1,140.2	22
Denver	1,135.7	23
Dallas	1,123.9	24
Miami - Hialeah	1,121.1	25
San Diego	1,062.4	26
Cincinnati	1,038.2	27
Monmouth - Ocean	946.2	28
Middlesex - Somerset - Hunterdon	853.6	29
San Francisco	842.4	30
Sacramento	841.9	31
Fort Lauderdale - Hollywood - Pompano Beach	809.7	32
Kansas City	807.2	33
Salt Lake City - Ogden	806.4	34
Hartford - New Britain - Middletown - Bristol	769.4	35
Portland, Ore.	758.7	36
Rochester, N.Y.	758.1	37
New Orleans	748.7	38
Milwaukee	734.6	39
Orlando	719.6	40
Dayton - Springfield	677.8	41
Buffalo	646.2	42
Louisville	645.9	43
Columbus, Ohio	642.1	44
Albany - Schenectady - Troy	636.9	45
San Jose	629.8	46
Providence - Pawtucket - Woonsocket	613.2	47
Birmingham	607.1	48
Charlotte - Gastonia - Rock Hill	585.2	49
Scranton - Wilkes-Barre	576.0	50
Total Top 50	**65,384.3**	
West Palm Beach - Boca Raton - Delray Beach	558.5	51
Richmond - Petersburg	555.4	52
Fort Worth - Arlington	524.9	53
Greensboro - Winston-Salem - High Point	512.5	54
Greenville - Spartanburg	505.8	55
Syracuse	498.1	56
Indianapolis	494.9	57
Phoenix	484.7	58
Harrisburg - Lebanon - Carlisle	480.4	59
Wilmington, Del.	472.6	60
Allentown - Bethlehem	455.2	61
New Haven - Waterbury - Meriden	435.8	62
Honolulu	433.5	63
Bridgeport - Stamford - Norwalk - Danbury	433.1	64
Oklahoma City	431.1	65
Worcester - Fitchburg - Leominster	426.0	66
Charleston, S.C.	423.2	67
Grand Rapids	418.3	68
Nashville	411.9	69
Oxnard - Ventura	396.1	70
Knoxville	395.5	71
Gary - Hammond	371.0	72
Tulsa	367.4	73
Akron	367.3	74
Las Vegas	366.0	75
Tacoma	361.6	76
Lake County, Ill.	360.2	77
York	356.4	78
Youngstown - Warren	355.6	79
Columbia, S.C.	344.5	80
San Antonio	337.1	81
Bakersfield	333.0	82
Augusta	332.3	83
Lancaster	329.7	84
Johnson City - Kingsport - Bristol	329.6	85
Springfield, Mass.	326.9	86
Raleigh - Durham	314.1	87
Baton Rouge	305.6	88
Joliet	304.4	89
Fresno	298.6	90
Jersey City	292.1	91
Flint	289.6	92
Canton	288.6	93
Orange County, N.Y.	279.2	94
Lakeland - Winter Haven	277.5	95
Atlantic City	267.4	96
Chattanooga	266.2	97
Mobile	266.2	97
New Bedford - Fall River - Attleboro	265.8	99
Pensacola	265.7	100
Total Top 100	**84,351.4**	
Austin	265.0	101
Saginaw - Bay City - Midland	263.8	102
Daytona Beach	255.2	103
Memphis	253.4	104
Huntington - Ashland	252.8	105
Tucson	252.7	106
Lansing - East Lansing	250.9	107
Toledo	249.5	108
Norfolk - Virginia Beach - Newport News	245.6	109
Reading	244.9	110
Little Rock - North Little Rock	237.1	111
Portsmouth - Dover - Rochester	235.0	112
Jacksonville, Fla.	230.7	113
Johnstown	229.2	114
Poughkeepsie	228.0	115
Trenton	221.4	116
Peoria	215.2	117
Binghamton	214.6	118
Melbourne - Titusville - Palm Bay	212.5	119
Omaha	212.3	120
Charleston, W.Va.	210.1	121
Beaumont - Port Arthur	207.5	122
Santa Rosa - Petaluma	207.0	123
McAllen - Edinburg - Mission	206.8	124
Utica - Rome	206.7	125
Brazoria	204.6	126
Beaver County, Pa.	199.9	127
Sarasota	193.7	128
Fayetteville, N.C.	193.6	129
Davenport - Rock Island - Moline	193.3	130
Hickory	192.4	131
Des Moines	191.7	132
Aurora - Elgin	188.6	133
Fort Wayne	188.4	134
Stockton	184.9	135
Spokane	182.3	136
Fort Myers - Cape Coral	180.8	137
New London - Norwich	179.3	138
Jackson, Miss.	178.9	139
Visalia - Tulare - Porterville	173.0	140
Salinas - Seaside - Monterey	172.9	141
Santa Cruz	172.1	142
Santa Barbara - Santa Maria - Lompoc	171.2	143
Vallejo - Fairfield - Napa	168.9	144
Vancouver	167.8	145
Erie	166.8	146
Salem, Ore.	165.5	147
Appleton - Oshkosh - Neenah	165.2	148
Ann Arbor	165.1	149
Hamilton - Middletown	165.0	150
Total Top 150	**94,665.2**	
Portland, Me.	164.2	151
Madison	163.8	152
Fort Pierce	163.5	153
Evansville	155.8	154
Niagara Falls	152.7	155
Benton Harbor	151.5	156
Wichita	147.2	157
Rockford	144.5	158
Modesto	144.3	159
Duluth	142.8	160
Lorain - Elyria	142.8	160
Wheeling	141.1	162
Houma - Thibodaux	140.5	163
Bradenton	140.2	164
Kalamazoo	139.5	165
Chico	135.9	166
St. Cloud	134.6	167
Bremerton	134.2	168
Yakima	132.5	169
Manchester - Nashua	131.0	170
Killeen - Temple	130.9	171
Roanoke	128.0	172
Lafayette, La.	125.1	173
Eugene - Springfield	122.6	174
Ocala	121.7	175
Lexington-Fayette	120.8	176
Anderson, S.C.	117.0	177
Muskegon	116.3	178
Provo - Orem	115.6	179
Merced	115.2	180
Macon - Warner Robins	114.7	181
Olympia	113.1	182
Sharon	111.6	183
Fort Walton Beach	110.7	184
Galveston - Texas City	110.7	184
Gainesville	109.9	186
Lima	109.8	187
Jackson, Mich.	109.6	188
Reno	109.4	189
Asheville	108.8	190
Steubenville - Weirton	108.6	191
Albuquerque	108.1	192
Bangor	108.1	192
Biloxi - Gulfport	107.2	194
Montgomery	104.6	195
Florence, Ala.	103.7	196
Fort Smith	103.5	197
Parkersburg - Marietta	102.9	198
Colorado Springs	101.9	199
Lake Charles	100.4	200
Total Top 200	**100,938.3**	
Glens Falls	98.3	201
Corpus Christi	98.0	202
Naples	97.6	203
Athens	97.3	204
Medford	96.2	205
Anniston	95.1	206
Jacksonville, N.C.	95.0	207
Pascagoula	94.9	208
Joplin	94.4	209
Tallahassee	94.4	209
Brownsville - Harlingen	93.8	211
Pittsfield	92.6	212
Green Bay	92.3	213
Springfield, Ill.	91.3	214
Racine	90.9	215
Yuba City	90.6	216
South Bend - Mishawaka	90.1	217
Burlington, Vt.	90.0	218
Alexandria, La.	89.3	219
Shreveport	89.1	220
Monroe	88.8	221
Boulder - Longmont	87.1	222
Boise	86.8	223
Savannah	86.8	223
Williamsport	86.6	225
Florence, S.C.	85.9	226
Springfield, Mo.	84.1	227
Battle Creek	83.6	228
Eau Claire	83.2	229
Wausau	82.6	230
Redding	82.5	231
Cumberland	81.5	232
Greeley	81.4	233
Hagerstown	81.3	234
State College	81.2	235
Altoona	81.0	236
Charlottesville	81.0	236
Waco	80.9	238
Elkhart - Goshen	80.7	239
Panama City	79.1	240
Lynchburg	78.8	241
Mansfield	78.4	242
Terre Haute	76.2	243
Tyler	75.9	244
Kankakee	74.7	245
Dothan	73.8	246
Longview - Marshall	71.7	247
Anderson, Ind.	71.4	248
Columbus, Ga.	70.6	249
El Paso	69.3	250
Total Top 250	**105,216.4**	
Bellingham	68.9	251
Clarksville - Hopkinsville	68.6	252
Tuscaloosa	68.6	252
Danville, Va.	68.2	254
Wilmington, N.C.	67.6	255
Fort Collins - Loveland	66.1	256
Texarkana	64.4	257
Las Cruces	63.4	258
Burlington, N.C.	63.0	259
Cedar Rapids	62.0	260
Huntsville	61.7	261
Elmira	61.5	262
Lafayette - West Lafayette	58.3	263
Gadsden	57.9	264
Kokomo	57.6	265
Richland - Kennewick - Pasco	56.4	266
Champaign - Urbana - Rantoul	55.2	267
Sheboygan	54.3	268
Janesville - Beloit	53.5	269
Waterloo - Cedar Falls	51.5	270
Billings	50.9	271
Fargo - Moorhead	50.7	272
Muncie	49.8	273
Santa Fe	49.5	274
Bloomington, Ind.	49.0	275
Kenosha	46.3	276
Le Crosse	45.4	277
Fayetteville - Springdale	45.0	278
Columbia, Mo.	43.4	279
Lubbock	41.0	280
Bismarck	40.9	281
Topeka	40.7	282
Bloomington - Normal	40.6	283
Sherman - Denison	40.2	284
Rochester, Minn.	38.6	285
Lewiston - Auburn	38.2	286
Vineland - Millville - Bridgeton	38.0	287
Decatur	37.7	288
Sioux City	37.2	289
Iowa City	34.5	290
Albany, Ga.	33.1	291
Amarillo	32.7	292
Owensboro	32.6	293
Dubuque	31.7	294
Odessa	31.3	295
Lawton	30.5	296
Sioux Falls	30.3	297
Pine Bluff	27.6	298
Wichita Falls	26.9	299
Jackson, Tenn.	25.6	300
Casper	25.4	301
Grand Forks	25.3	302
Pueblo	25.1	303
Rapid City	24.3	304
Lincoln	23.1	305
Great Falls	22.6	306
Cheyenne	21.7	307
Victoria	20.2	308
Lawrence, Kans.	16.0	309
Enid	12.9	310
St. Joseph	11.7	311
Midland, Tex.	11.5	312
San Angelo	11.5	312
Abilene	11.2	314
Laredo	9.5	315
Bryan - College Station	8.8	316
Anchorage	.0	317
Total Above Areas	**107,885.8**	
Percent of U.S.	**100.0000**	
U.S. Total	**107,885.8**	

BLACK POPULATION

Area	(Thous.)	Rank
New York	2,144.7	1
Chicago	1,430.1	2
Los Angeles - Long Beach	1,019.8	3
Philadelphia	935.7	4
Washington	905.8	5
Detroit	889.9	6
Houston	635.1	7
Atlanta	585.3	8
Baltimore	568.3	9
New Orleans	440.6	10
Newark	419.7	11
St. Louis	418.5	12
Dallas	386.1	13
Memphis	380.6	14
Norfolk - Virginia Beach - Newport News	365.0	15
Cleveland	350.6	16
Miami - Hialeah	332.1	17
Oakland	283.1	18
Birmingham	258.6	19
Richmond - Petersburg	236.5	20
Charlotte - Gastonia - Rock Hill	220.0	21
Boston - Lawrence - Salem - Lowell - Brockton	196.0	22
Kansas City	189.8	23
Jacksonville, Fla.	185.6	24
Tampa - St. Petersburg - Clearwater	185.6	24
Nassau - Suffolk	182.4	26
Pittsburgh	180.0	27
Greensboro - Winston-Salem - High Point	179.1	28
Cincinnati	177.8	29
Raleigh - Durham	171.1	30
Jackson, Miss.	170.6	31
Indianapolis	170.5	32
Baton Rouge	160.9	33
Milwaukee	155.3	34
Charleston, S.C.	153.8	35
Columbus, Ohio	147.9	36
Nashville	147.8	37
Mobile	141.2	38
Fort Lauderdale - Hollywood - Pompano Beach	140.9	39
Gary - Hammond	132.8	40
Fort Worth - Arlington	131.7	41
San Francisco	130.2	42
Columbia, S.C.	128.1	43
Shreveport	126.6	44
Louisville	124.5	45
Dayton - Springfield	121.9	46
Augusta	119.6	47
San Diego	119.4	48
Orlando	118.9	49
Buffalo	108.4	50
Total Top 50	**17,604.5**	
Greenville - Spartanburg	107.9	51
West Palm Beach - Boca Raton - Delray Beach	107.3	52
Montgomery	106.0	53
Little Rock - North Little Rock	100.8	54
Macon - Warner Robins	98.0	55
Bergen - Passaic	97.6	56
Riverside - San Bernardino	93.9	57
Beaumont - Port Arthur	89.6	58
Oklahoma City	89.3	59
Savannah	89.0	60
Columbus, Ga.	88.7	61
Rochester, N.Y.	87.0	62
San Antonio	86.7	63
Denver	84.7	64
Fayetteville, N.C.	83.9	65
Flint	83.1	66
Hartford - New Britain - Middletown - Bristol	80.2	67
Wilmington, Del.	80.1	68
Jersey City	73.5	69
New Haven - Waterbury - Meriden	73.5	69
Bridgeport - Stamford - Norwalk - Danbury	72.5	71
Tallahassee	71.8	72
Sacramento	69.8	73
Austin	67.9	74
Toledo	67.3	75
Seattle	62.4	76
Chattanooga	62.3	77
Akron	61.8	78
Monmouth - Ocean	60.5	79
Trenton	59.8	80
Las Vegas	59.5	81
Lakeland - Winter Haven	59.3	82
Phoenix	58.5	83
Tulsa	58.5	83
Pensacola	58.4	85
Youngstown - Warren	56.6	86
Minneapolis - St. Paul	54.1	87
Lafayette, La.	52.7	88
Middlesex - Somerset - Hunterdon	51.0	89
Albany, Ga.	49.7	90
Omaha	47.3	91
Atlantic City	45.7	92
Florence, S.C.	45.6	93
Monroe	44.9	94
San Jose	44.9	94
Huntsville	44.6	96
Galveston - Texas City	42.9	97
Killeen - Temple	42.4	98
Tuscaloosa	41.3	99
Longview - Marshall	40.9	100
Total Top 100	**21,060.2**	
Lake Charles	40.8	101
Alexandria, La.	40.7	102
Gainesville	40.4	103
Saginaw - Bay City - Midland	39.9	104
Daytona Beach	38.2	105
Biloxi - Gulfport	38.1	106
Pine Bluff	38.1	106
Harrisburg - Lebanon - Carlisle	38.0	108
Knoxville	37.0	109
Lexington-Fayette	37.0	109
Joliet	36.4	111
Grand Rapids	36.3	112
Danville, Va.	35.7	113
Tyler	35.5	114
Fort Pierce	34.4	115
Springfield, Mass.	34.3	116
Syracuse	34.0	117
Wichita	33.9	118
Albany - Schenectady - Troy	33.8	119
Clarksville - Hopkinsville	33.5	120
Melbourne - Titusville - Palm Bay	32.7	121
Lake County, Ill.	32.1	122
Portland, Ore.	32.0	123
Tacoma	32.0	123
Vallejo - Fairfield - Napa	32.0	123
Waco	32.0	123
Ann Arbor	31.0	127
Lynchburg	31.0	127
Ocala	30.1	129
Texarkana	29.0	130
Providence - Pawtucket - Woonsocket	28.9	131
Fort Wayne	28.8	132
Fresno	27.4	133
Roanoke	27.3	134
Dothan	27.2	135
Anaheim - Santa Ana	27.1	136
Houma - Thibodaux	26.8	137
Athens	26.2	138
Benton Harbor	26.1	139
Anderson, S.C.	25.9	140
Jacksonville, N.C.	25.8	141
Wilmington, N.C.	25.8	141
Canton	25.7	143
Lansing - East Lansing	25.3	144
Pascagoula	25.3	144
Bakersfield	24.2	146
Jackson, Tenn.	23.8	147
Anniston	23.4	148
Peoria	23.4	148
Fort Myers - Cape Coral	23.3	150
Total Top 150	**22,627.8**	
South Bend - Mishawaka	23.1	151
Colorado Springs	23.0	152
Rockford	22.8	153
Vineland - Millville - Bridgeton	22.3	154
El Paso	22.0	155
Stockton	21.1	156
Lorain - Elyria	20.9	157
Muskegon	20.5	158
Burlington, N.C.	20.4	159
Salinas - Seaside - Monterey	20.4	159
Poughkeepsie	19.7	161
Orange County, N.Y.	19.2	162
Charlottesville	19.1	163
Hickory	18.9	164
Lawton	18.9	164
Florence, Ala.	18.8	166
Davenport - Rock Island - Moline	18.5	167
Kalamazoo	17.5	168
Lubbock	17.5	168
Tucson	17.5	168
Bradenton	17.3	171
Brazoria	16.9	172
Evansville	16.9	172
Aurora - Elgin	16.5	174
Honolulu	16.5	174
Kankakee	16.2	176
Corpus Christi	15.6	177
Asheville	15.5	178
Champaign - Urbana - Rantoul	15.4	179
Des Moines	15.1	180
Gadsden	15.0	181
Decatur	14.9	182
Racine	14.9	182
Panama City	14.8	184
Battle Creek	14.4	185
Charleston, W.Va.	14.2	186
Sarasota	14.0	187
Erie	13.8	188
Hamilton - Middletown	13.4	189
Bryan - College Station	13.2	190
Springfield, Ill.	12.7	191
Topeka	12.5	192
Anchorage	12.4	193
Fort Walton Beach	12.4	193
Beaver County, Pa.	12.2	195
Oxnard - Ventura	11.9	196
Wichita Falls	11.8	197
Lima	11.7	198
Jackson, Mich.	11.5	199
Niagara Falls	11.4	200
Total Top 200	**23,454.9**	
York	11.3	201
Albuquerque	10.7	202
Midland, Tex.	10.3	203
Allentown - Bethlehem	10.2	204
Worcester - Fitchburg - Leominster	10.2	204
Anderson, Ind.	10.0	206
Mansfield	9.9	207
Salt Lake City - Ogden	9.9	207
New London - Norwich	9.8	209
Amarillo	9.7	210
Johnson City - Kingsport - Bristol	9.6	211
Reading	8.9	212
Waterloo - Cedar Falls	8.9	212
Utica - Rome	8.6	214
New Bedford - Fall River - Attleboro	8.5	215
Lancaster	8.3	216
Merced	8.1	217
Santa Barbara - Santa Maria - Lompoc	8.1	217
Muncie	8.0	219
Abilene	7.8	220
Huntington - Ashland	7.6	221
Columbia, Mo.	7.2	222
Sherman - Denison	7.2	222
Naples	6.9	224
Elkhart - Goshen	6.6	225
Fort Smith	6.6	225
Odessa	6.6	225
Terre Haute	6.5	228
Steubenville - Weirton	6.4	229
Madison	6.0	230
Sharon	6.0	230
Victoria	5.7	232
Bloomington - Normal	5.3	233
Scranton - Wilkes-Barre	5.1	234
Hagerstown	4.9	235
Janesville - Beloit	4.9	235
Kokomo	4.6	237
Elmira	4.3	238
Spokane	4.3	238
Reno	4.1	240
San Angelo	4.1	240
Wheeling	4.0	242
Visalia - Tulare - Porterville	3.8	243
Binghamton	3.7	244
Johnstown	3.7	244
Lincoln	3.7	244
Owensboro	3.6	247
Santa Rosa - Petaluma	3.6	247
Modesto	3.3	249
Springfield, Mo.	3.3	249
Total Top 250	**23,795.3**	
Lawrence, Kans.	3.2	251
Kenosha	3.0	252
Bremerton	2.9	253
Cedar Rapids	2.9	253
Yuba City	2.8	255
Bloomington, Ind.	2.7	256
St. Joseph	2.7	256
Pueblo	2.4	258
Pittsfield	2.3	259
Richland - Kennewick - Pasco	2.3	259
Enid	2.2	261
Cheyenne	2.1	262
Cumberland	2.1	262
Lafayette - West Lafayette	2.1	262
Boulder - Longmont	2.0	265
Las Cruces	1.9	266
Portsmouth - Dover - Rochester	1.9	266
Williamsport	1.9	266
Chico	1.8	269
Parkersburg - Marietta	1.7	270
Vancouver	1.7	270
State College	1.6	272
Yakima	1.6	272
Eugene - Springfield	1.5	274
Fayetteville - Springdale	1.5	274
Manchester - Nashua	1.5	274
Santa Cruz	1.5	274
Glens Falls	1.4	278
Salem, Ore.	1.4	278
Iowa City	1.2	280
Joplin	1.2	280
Duluth	1.1	282
Grand Forks	1.1	282
Olympia	1.1	282
Sioux City	1.1	282
Altoona	1.0	286
Portland, Me.	1.0	286
Brownsville - Harlingen	.9	288
Great Falls	.9	288
Rapid City	.9	288
Boise	.8	291
Fort Collins - Loveland	.8	291
Greeley	.7	293
McAllen - Edinburg - Mission	.7	293
Redding	.7	293
Appleton - Oshkosh - Neenah	.5	296
Burlington, Vt.	.5	296
Casper	.5	296
Green Bay	.5	296
Santa Fe	.5	296
Rochester, Minn.	.4	301
St. Cloud	.4	301
Bangor	.3	303
Bellingham	.3	303
Billings	.3	303
Fargo - Moorhead	.3	303
Sheboygan	.3	303
Sioux Falls	.3	303
Dubuque	.2	309
Eau Claire	.2	309
La Crosse	.2	309
Lewiston - Auburn	.2	309
Medford	.2	309
Provo - Orem	.2	309
Bismarck	.1	315
Laredo	.1	315
Wausau	.0	317
Total Above Areas	**23,877.6**	
Percent of U.S.	**82.1278**	
U.S. Total	**29,073.7**	

SPANISH-ORIGIN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	2,504.2	1
New York	1,631.5	2
Miami - Hialeah	739.6	3
San Antonio	620.3	4
Chicago	588.5	5
Houston	544.6	6
Riverside - San Bernardino	395.5	7
El Paso	375.1	8
San Diego	354.4	9
Anaheim - Santa Ana	352.8	10
McAllen - Edinburg - Mission	310.3	11
San Jose	273.2	12
Phoenix	267.0	13
Dallas	235.2	14
Oakland	224.5	15
Brownsville - Harlingen	206.4	16
Corpus Christi	203.8	17
San Francisco	194.8	18
Fresno	189.9	19
Albuquerque	182.4	20
Denver	178.2	21
Jersey City	170.1	22
Newark	151.4	23
Tucson	146.3	24
Oxnard - Ventura	145.8	25
Austin	139.8	26
Sacramento	135.1	27
Philadelphia	126.9	28
Nassau - Suffolk	116.1	29
Bakersfield	115.0	30
Laredo	113.3	31
Bergen - Passaic	107.3	32
Washington	103.3	33
Tampa - St. Petersburg - Clearwater	101.2	34
Fort Worth - Arlington	99.8	35
Salinas - Seaside - Monterey	96.5	36
Visalia - Tulare - Porterville	94.7	37
Boston - Lawrence - Salem - Lowell - Brockton	93.7	38
Stockton	87.3	39
Detroit	77.1	40
Santa Barbara - Santa Maria - Lompoc	68.6	41
Las Cruces	63.5	42
Honolulu	61.8	43
New Orleans	52.8	44
Santa Fe	51.9	45
Modesto	51.5	46
Salt Lake City - Ogden	51.2	47
Lubbock	50.1	48
Fort Lauderdale - Hollywood - Pompano Beach	49.8	49
Middlesex - Somerset - Hunterdon	48.2	50
Total Top 50	**13,342.3**	
Bridgeport - Stamford - Norwalk - Danbury	47.9	51
Gary - Hammond	47.8	52
Hartford - New Britain - Middletown - Bristol	46.8	53
Merced	46.3	54
Vallejo - Fairfield - Napa	42.9	55
Las Vegas	42.1	56
Pueblo	41.7	57
West Palm Beach - Boca Raton - Delray Beach	39.7	58
Kansas City	35.9	59
Santa Cruz	35.8	60
Milwaukee	35.4	61
Odessa	34.9	62
Aurora - Elgin	34.8	63
Orlando	34.1	64
Seattle	34.0	65
Brazoria	31.7	66
Galveston - Texas City	30.3	67
New Haven - Waterbury - Meriden	29.0	68
Colorado Springs	28.7	69
Atlanta	28.5	70
Monmouth - Ocean	28.0	71
Killeen - Temple	27.8	72
Victoria	27.3	73
Yakima	26.7	74
Santa Rosa - Petaluma	26.5	75
Cleveland	26.3	76
Portland, Ore.	26.3	76
Lake County, Ill.	26.1	78
Springfield, Mass.	25.6	79
St. Louis	24.1	80
Greeley	23.8	81
San Angelo	23.6	82
Minneapolis - St. Paul	23.2	83
Baltimore	22.7	84
Oklahoma City	22.4	85
Norfolk - Virginia Beach - Newport News	22.1	86
Rochester, N.Y.	21.7	87
Providence - Pawtucket - Woonsocket	20.3	88
Midland, Tex.	19.4	89
Amarillo	19.1	90
Waco	19.0	91
Joliet	17.8	92
Saginaw - Bay City - Midland	17.5	93
Toledo	17.2	94
Abilene	16.7	95
Allentown - Bethlehem	16.7	95
Jacksonville, Fla.	16.1	97
Grand Rapids	15.8	98
Vineland - Millville - Bridgeton	15.4	99
Beaumont - Port Arthur	15.2	100
Total Top 100	**14,741.0**	
Buffalo	15.2	100
Worcester - Fitchburg - Leominster	15.2	100
Lansing - East Lansing	14.7	103
Naples	13.8	104
Tacoma	13.8	104
Lorain - Elyria	13.5	106
Orange County, N.Y.	13.3	107
Bryan - College Station	13.2	108
Davenport - Rock Island - Moline	13.1	109
Omaha	13.0	110
Wichita	13.0	110
Yuba City	12.8	112
Trenton	12.7	113
Salem, Ore.	12.6	114
Boulder - Longmont	11.9	115
Lakeland - Winter Haven	11.7	116
Pittsburgh	11.6	117
New Bedford - Fall River - Attleboro	11.4	118
Atlantic City	11.3	119
Tulsa	11.1	120
Fort Collins - Loveland	10.6	121
Reno	10.6	121
Fayetteville, N.C.	10.1	123
Lancaster	10.1	123
Richland - Kennewick - Pasco	10.1	123
Wilmington, Del.	10.0	126
Albany - Schenectady - Troy	9.8	127
Chico	9.8	127
Reading	9.7	129
Indianapolis	9.5	130
Baton Rouge	9.3	131
Wichita Falls	9.3	131
Memphis	9.1	133
Columbus, Ohio	8.8	134
Charlotte - Gastonia - Rock Hill	8.5	135
Cincinnati	8.2	136
Flint	8.1	137
Fort Myers - Cape Coral	8.1	137
Rockford	7.8	139
Richmond - Petersburg	7.6	140
Racine	7.5	141
Anchorage	7.4	142
Charleston, S.C.	7.4	142
Melbourne - Titusville - Palm Bay	7.3	144
Cheyenne	7.1	145
Nashville	6.9	146
Poughkeepsie	6.8	147
Youngstown - Warren	6.8	147
Harrisburg - Lebanon - Carlisle	6.7	149
Topeka	6.7	149
Total Top 150	**15,255.6**	
Dayton - Springfield	6.6	151
Lawton	6.5	152
Gainesville	6.3	153
Greensboro - Winston-Salem - High Point	6.3	153
Syracuse	6.3	153
Birmingham	6.0	156
Louisville	6.0	156
Augusta	5.9	158
Eugene - Springfield	5.9	158
Provo - Orem	5.9	158
Columbia, S.C.	5.8	161
Columbus, Ga.	5.7	162
Pensacola	5.7	162
Tyler	5.6	164
Raleigh - Durham	5.5	165
Shreveport	5.5	165
Daytona Beach	5.4	167
Des Moines	5.4	167
Fort Pierce	5.4	167
Fort Wayne	5.4	167
New London - Norwich	5.0	171
Spokane	5.0	171
Jacksonville, N.C.	4.9	173
Mobile	4.9	173
Greenville - Spartanburg	4.8	175
Lafayette, La.	4.8	175
Ann Arbor	4.6	177
Boise	4.6	177
Medford	4.6	177
Redding	4.4	180
Bremerton	4.3	181
Clarksville - Hopkinsville	4.3	181
Little Rock - North Little Rock	4.3	181
Bradenton	4.1	184
Knoxville	4.1	184
Sarasota	4.0	186
Biloxi - Gulfport	3.9	187
Peoria	3.9	187
South Bend - Mishawaka	3.8	189
Kenosha	3.7	190
Longview - Marshall	3.7	190
Tallahassee	3.7	190
Canton	3.6	193
Madison	3.6	193
York	3.6	193
Akron	3.5	196
Houma - Thibodaux	3.5	196
Vancouver	3.4	198
Billings	3.3	199
Fort Walton Beach	3.3	199
Total Top 200	**15,495.9**	
Chattanooga	3.2	201
Jackson, Miss.	3.2	201
Lincoln	3.2	201
Scranton - Wilkes-Barre	3.2	201
Utica - Rome	3.2	201
Muskegon	3.1	206
Olympia	3.0	207
Kalamazoo	2.9	208
Ocala	2.9	208
Casper	2.7	210
Champaign - Urbana - Rantoul	2.7	210
Montgomery	2.7	210
Savannah	2.7	210
Battle Creek	2.6	214
Macon - Warner Robins	2.6	214
Manchester - Nashua	2.6	214
Benton Harbor	2.3	217
Huntsville	2.3	217
Johnson City - Kingsport - Bristol	2.3	217
Lake Charles	2.3	217
Lexington-Fayette	2.3	217
Bellingham	2.2	222
Erie	2.2	222
Portsmouth - Dover - Rochester	2.1	224
Binghamton	2.0	225
Elkhart - Goshen	1.9	226
Jackson, Mich.	1.9	226
Niagara Falls	1.9	226
Panama City	1.9	226
Lawrence, Kans.	1.8	230
Alexandria, La.	1.7	231
Huntington - Ashland	1.7	231
Sherman - Denison	1.7	231
Sioux City	1.7	231
Appleton - Oshkosh - Neenah	1.6	235
Athens	1.6	235
Dothan	1.6	235
Hamilton - Middletown	1.6	235
Pascagoula	1.6	235
St. Joseph	1.6	235
Springfield, Mo.	1.6	235
Fort Smith	1.5	242
Kankakee	1.5	242
Lafayette - West Lafayette	1.5	242
Rapid City	1.5	242
Texarkana	1.5	242
Albany, Ga.	1.4	247
Cedar Rapids	1.4	247
Charleston, W.Va.	1.4	247
Roanoke	1.4	247
Total Top 250	**15,602.9**	
Bloomington - Normal	1.3	251
Evansville	1.3	251
Great Falls	1.3	251
Hickory	1.3	251
Monroe	1.3	251
Anniston	1.2	256
Bloomington, Ind.	1.2	256
Johnstown	1.2	256
Springfield, Ill.	1.2	256
Tuscaloosa	1.2	256
Asheville	1.1	261
Beaver County, Pa.	1.1	261
Columbia, Mo.	1.1	261
Fargo - Moorhead	1.1	261
Glens Falls	1.1	261
Grand Forks	1.1	261
Kokomo	1.1	261
Lima	1.1	261
Mansfield	1.1	261
Portland, Me.	1.1	261
Burlington, Vt.	1.0	271
Charlottesville	1.0	271
Elmira	1.0	271
Fayetteville - Springdale	1.0	271
Florence, S.C.	1.0	271
Green Bay	1.0	271
Lynchburg	1.0	271
Sheboygan	1.0	271
Waterloo - Cedar Falls	1.0	271
Wheeling	1.0	271
Anderson, S.C.	.9	281
Duluth	.9	281
Iowa City	.9	281
Janesville - Beloit	.9	281
Joplin	.9	281
Pittsfield	.9	281
State College	.9	281
Terre Haute	.9	281
Wilmington, N.C.	.9	281
Anderson, Ind.	.8	290
Danville, Va.	.8	290
Decatur	.8	290
Enid	.8	290
Florence, Ala.	.8	290
Muncie	.8	290
Steubenville - Weirton	.8	290
Hagerstown	.7	297
Parkersburg - Marietta	.7	297
Pine Bluff	.7	297
St. Cloud	.7	297
Burlington, N.C.	.6	301
Jackson, Tenn.	.6	301
Sioux Falls	.6	301
Dubuque	.5	304
Eau Claire	.5	304
Gadsden	.5	304
Lewiston - Auburn	.5	304
Owensboro	.5	304
Rochester, Minn.	.5	304
Altoona	.4	310
Bangor	.4	310
Cumberland	.4	310
La Crosse	.4	310
Sharon	.4	310
Williamsport	.4	310
Bismarck	.3	316
Wausau	.3	316
Total Above Areas	**15,660.7**	
Percent of U.S.	**88.5987**	
U.S. Total	**17,676.0**	

S&MM METRO MARKET RANKING

POPULATION 35 TO 49 YEARS OLD

Area	(Thous.)	Rank
New York	1,663.5	1
Los Angeles - Long Beach	1,570.5	2
Chicago	1,174.4	3
Philadelphia	903.2	4
Detroit	824.5	5
Washington	778.2	6
Boston - Lawrence - Salem - Lowell - Brockton	689.9	7
Houston	643.3	8
Nassau - Suffolk	572.9	9
Atlanta	523.7	10
Dallas	470.0	11
St. Louis	457.1	12
Baltimore	456.5	13
Anaheim - Santa Ana	450.8	14
Minneapolis - St. Paul	435.2	15
Oakland	391.2	16
Pittsburgh	390.4	17
Newark	388.3	18
San Diego	383.6	19
Miami - Hialeah	352.8	20
Cleveland	351.8	21
Seattle	347.3	22
Phoenix	339.2	23
Riverside - San Bernardino	336.9	24
Denver	334.3	25
San Francisco	324.7	26
Tampa - St. Petersburg - Clearwater	306.1	27
San Jose	300.8	28
Kansas City	294.1	29
Bergen - Passaic	262.9	30
Cincinnati	258.8	31
Milwaukee	258.8	31
Columbus, Ohio	246.1	33
New Orleans	245.9	34
Sacramento	245.6	35
Norfolk - Virginia Beach - Newport News	241.3	36
Fort Worth - Arlington	236.6	37
Indianapolis	233.0	38
San Antonio	218.8	39
Portland, Ore.	216.9	40
Charlotte - Gastonia - Rock Hill	211.2	41
Hartford - New Britain - Middletown - Bristol	210.1	42
Fort Lauderdale - Hollywood - Pompano Beach	199.0	43
Middlesex - Somerset - Hunterdon	198.2	44
Oklahoma City	189.2	45
Rochester, N.Y.	188.8	46
Greensboro - Winston-Salem - High Point	184.8	47
Dayton - Springfield	184.0	48
Louisville	183.8	49
Nashville	180.8	50
Total Top 50	**21,049.8**	
Monmouth - Ocean	180.4	51
Buffalo	178.4	52
Bridgeport - Stamford - Norwalk - Danbury	176.4	53
Salt Lake City - Ogden	176.0	54
Birmingham	169.6	55
Memphis	168.9	56
Orlando	167.0	57
Richmond - Petersburg	160.7	58
Honolulu	157.9	59
Jacksonville, Fla.	155.4	60
Albany - Schenectady - Troy	154.2	61
Providence - Pawtucket - Woonsocket	153.9	62
Tulsa	148.4	63
New Haven - Waterbury - Meriden	142.2	64
Scranton - Wilkes-Barre	128.8	65
Oxnard - Ventura	126.0	66
Allentown - Bethlehem	123.7	67
Greenville - Spartanburg	121.1	68
Raleigh - Durham	121.0	69
Austin	120.8	70
Gary - Hammond	120.6	71
Las Vegas	120.1	72
Akron	119.6	73
Syracuse	119.2	74
West Palm Beach - Boca Raton - Delray Beach	118.0	75
Knoxville	117.5	76
Worcester - Fitchburg - Leominster	117.4	77
Omaha	115.0	78
Grand Rapids	113.4	79
Tucson	111.6	80
Harrisburg - Lebanon - Carlisle	110.2	81
Toledo	105.8	82
Wilmington, Del.	105.7	83
Jersey City	103.8	84
Fresno	103.2	85
Springfield, Mass.	99.8	86
Baton Rouge	99.0	87
Lake County, Ill.	98.9	88
El Paso	97.5	89
Tacoma	96.4	90
Little Rock - North Little Rock	94.6	91
Youngstown - Warren	94.1	92
Johnson City - Kingsport - Bristol	93.0	93
Albuquerque	90.0	94
Charleston, S.C.	88.7	95
New Bedford - Fall River - Attleboro	88.7	95
Bakersfield	86.5	97
Flint	85.9	98
Chattanooga	85.5	99
Mobile	85.5	99
Total Top 100	**27,165.8**	
Columbia, S.C.	82.8	101
Saginaw - Bay City - Midland	78.8	102
York	78.5	103
Wichita	78.2	104

Area	(Thous.)	Rank
Canton	77.0	105
Joliet	75.6	106
Lansing - East Lansing	75.6	106
Stockton	73.7	108
Beaumont - Port Arthur	73.3	109
Vallejo - Fairfield - Napa	72.7	110
Des Moines	72.4	111
Lancaster	72.0	112
Davenport - Rock Island - Moline	71.8	113
Augusta	71.7	114
Melbourne - Titusville - Palm Bay	70.2	115
Jackson, Miss.	70.0	116
Colorado Springs	68.7	117
Peoria	68.5	118
Aurora - Elgin	67.9	119
Lakeland - Winter Haven	67.3	120
Shreveport	66.1	121
Fort Wayne	65.4	122
Huntington - Ashland	65.2	123
Pensacola	64.7	124
Corpus Christi	64.6	125
Santa Rosa - Petaluma	64.4	126
Spokane	63.6	127
Lexington-Fayette	61.5	128
Santa Barbara - Santa Maria - Lompoc	61.0	129
Portsmouth - Dover - Rochester	60.8	130
Reading	60.7	131
Trenton	60.5	132
Madison	59.2	133
Manchester - Nashua	58.7	134
Salinas - Seaside - Monterey	57.0	135
Utica - Rome	56.8	136
Modesto	56.6	137
Montgomery	55.9	138
Orange County, N.Y.	55.8	139
Poughkeepsie	54.7	140
Macon - Warner Robins	54.4	141
McAllen - Edinburg - Mission	54.3	142
Rockford	54.2	143
Appleton - Oshkosh - Neenah	53.9	144
Hamilton - Middletown	52.7	145
Anchorage	52.2	146
Evansville	52.2	146
Lorain - Elyria	51.6	148
Charleston, W.Va.	51.0	149
Visalia - Tulare - Porterville	50.7	150
Total Top 150	**30,372.9**	
Atlantic City	50.6	151
Binghamton	50.4	152
Erie	48.9	153
Daytona Beach	48.4	154
Eugene - Springfield	48.4	154
Ann Arbor	47.2	156
Huntsville	47.1	157
Fayetteville, N.C.	46.3	158
Hickory	46.3	158
Salem, Ore.	46.2	160
New London - Norwich	46.1	161
Reno	45.9	162
Roanoke	44.5	163
Johnstown	43.4	164
Boulder - Longmont	43.2	165
Duluth	42.6	166
Brazoria	42.1	167
Galveston - Texas City	42.1	167
Columbus, Ga.	42.0	169
Fort Myers - Cape Coral	42.0	169
Portland, Me.	41.5	171
Savannah	41.5	171
Vancouver	41.4	173
Springfield, Mo.	40.8	174
South Bend - Mishawaka	40.5	175
Brownsville - Harlingen	39.4	176
Kalamazoo	39.3	177
Niagara Falls	39.2	178
Lafayette, La.	38.6	179
Boise	38.0	180
Santa Cruz	37.8	181
Lubbock	37.6	182
Killeen - Temple	37.3	183
Beaver County, Pa.	37.2	184
Amarillo	36.8	185
Tallahassee	36.4	186
Biloxi - Gulfport	35.7	187
Springfield, Ill.	35.7	187
Sarasota	35.6	189
Houma - Thibodaux	34.7	190
Lincoln	34.1	191
Fort Smith	34.0	192
Asheville	32.9	193
Racine	32.9	193
Green Bay	32.8	195
Lake Charles	32.8	195
Cedar Rapids	32.7	197
Bremerton	32.5	198
Provo - Orem	32.5	198
Yakima	32.4	200
Total Top 200	**32,381.2**	
Fort Pierce	32.0	201
Fort Collins - Loveland	31.8	202
Longview - Marshall	31.4	203
Gainesville	31.2	204
Waco	31.2	204
Wheeling	31.0	206
Parkersburg - Marietta	30.9	207
Benton Harbor	30.5	208
Fort Walton Beach	29.4	209
Topeka	29.4	209
Anderson, S.C.	29.3	211
Merced	29.1	212
Ocala	29.1	212

Area	(Thous.)	Rank
St. Cloud	28.6	214
Steubenville - Weirton	28.5	215
Lynchburg	28.4	216
Jackson, Mich.	28.1	217
Olympia	28.1	217
Elkhart - Goshen	28.0	219
Tyler	28.0	219
Florence, Ala.	27.8	221
Richland - Kennewick - Pasco	27.7	222
Lima	27.4	223
Muskegon	27.4	223
Redding	26.7	225
Waterloo - Cedar Falls	26.7	225
Clarksville - Hopkinsville	26.6	227
Alexandria, La.	26.5	228
Janesville - Beloit	26.5	228
Medford	26.4	230
Chico	25.9	231
Odessa	25.9	231
Battle Creek	25.8	233
Vineland - Millville - Bridgeton	25.8	233
Bradenton	25.7	235
Champaign - Urbana - Rantoul	25.7	235
Mansfield	25.7	235
Pascagoula	25.7	235
Anderson, Ind.	25.6	239
Monroe	25.4	240
Pittsfield	25.3	241
Greeley	25.2	242
Bangor	25.1	243
Tuscaloosa	24.9	244
Joplin	24.7	245
Athens	24.4	246
Decatur	24.4	246
Dothan	24.3	248
Burlington, Vt.	24.1	249
Altoona	23.8	250
Total Top 250	**33,748.3**	
Fargo - Moorhead	23.8	250
Billings	23.2	252
Kenosha	23.0	253
Muncie	22.8	254
Panama City	22.8	254
Sharon	22.8	254
Wichita Falls	22.7	257
Florence, S.C.	22.6	258
Santa Fe	22.6	258
Anniston	22.3	260
Eau Claire	22.3	260
Pueblo	22.3	260
Terre Haute	22.0	263
Hagerstown	21.9	264
Wilmington, N.C.	21.8	265
Charlottesville	21.6	266
Kokomo	21.5	267
Midland, Tex.	21.5	267
Williamsport	21.5	267
Texarkana	21.4	270
Albany, Ga.	21.3	271
Yuba City	21.3	271
Abilene	21.2	273
Danville, Va.	21.1	274
Glens Falls	21.1	274
Sioux Falls	21.0	276
Wausau	20.9	277
Bloomington - Normal	20.3	278
Burlington, N.C.	20.3	278
Las Cruces	20.3	278
Naples	19.9	281
Lawton	19.7	282
Cumberland	19.6	283
Rochester, Minn.	19.5	284
Sioux City	19.5	284
Bellingham	19.3	286
Gadsden	19.3	286
Fayetteville - Springdale	19.1	288
Laredo	19.1	288
Lafayette - West Lafayette	18.8	290
Kankakee	18.5	291
State College	18.3	292
Lewiston - Auburn	17.9	293
Sheboygan	17.8	294
Sherman - Denison	17.7	295
Jacksonville, N.C.	17.6	296
Columbia, Mo.	17.0	297
Elmira	16.7	298
San Angelo	16.7	298
Owensboro	16.5	300
Bismarck	16.2	301
Great Falls	15.8	302
Bloomington, Ind.	15.6	303
Dubuque	15.4	304
Bryan - College Station	15.0	305
Pine Bluff	15.0	305
La Crosse	14.9	307
St. Joseph	14.5	308
Victoria	14.3	309
Casper	14.2	310
Cheyenne	13.9	311
Rapid City	13.3	312
Jackson, Tenn.	13.2	313
Iowa City	13.0	314
Enid	11.7	315
Grand Forks	10.3	316
Lawrence, Kans.	10.3	316
Total Above Areas	**35,008.6**	
Percent of U.S.	**77.6015**	
U.S. Total	**46,113.3**	

CHILDREN UNDER 6 YEARS OLD

Area	(Thous.)	Rank
Los Angeles - Long Beach	740.2	1
New York	674.6	2
Chicago	547.8	3
Detroit	390.9	4
Philadelphia	388.6	5
Houston	335.1	6
Washington	276.9	7
Boston - Lawrence - Salem - Lowell - Brockton	263.3	8
Atlanta	223.3	9
Dallas	221.7	10
St. Louis	219.6	11
Nassau - Suffolk	207.0	12
Minneapolis - St. Paul	205.0	13
Riverside - San Bernardino	189.9	14
San Diego	183.6	15
Baltimore	180.5	16
Anaheim - Santa Ana	176.4	17
Phoenix	170.9	18
Salt Lake City - Ogden	158.3	19
Pittsburgh	156.4	20
Cleveland	154.8	21
Oakland	154.0	22
Denver	149.1	23
Newark	148.9	24
Seattle	138.0	25
New Orleans	137.9	26
Kansas City	137.7	27
Cincinnati	132.7	28
Miami - Hialeah	127.7	29
San Antonio	126.1	30
Milwaukee	125.7	31
Tampa - St. Petersburg - Clearwater	120.3	32
Norfolk - Virginia Beach - Newport News	119.3	33
San Jose	118.7	34
Columbus, Ohio	117.0	35
Indianapolis	112.5	36
Sacramento	110.4	37
Fort Worth - Arlington	110.3	38
Portland, Ore.	102.5	39
San Francisco	97.9	40
Oklahoma City	95.8	41
Memphis	92.4	42
Bergen - Passaic	90.2	43
Louisville	89.8	44
Charlotte - Gastonia - Rock Hill	88.8	45
Birmingham	84.9	46
Rochester, N.Y.	82.5	47
Dayton - Springfield	82.0	48
Honolulu	80.4	49
Nashville	79.3	50
Total Top 50	9,317.6	
Hartford - New Britain - Middletown - Bristol	78.2	51
Monmouth - Ocean	76.2	52
Jacksonville, Fla.	75.3	53
Buffalo	74.9	54
Tulsa	72.0	55
Greensboro - Winston-Salem - High Point	71.1	56
Fort Lauderdale - Hollywood - Pompano Beach	70.2	57
Orlando	70.1	58
Gary - Hammond	68.1	59
Middlesex - Somerset - Hunterdon	68.0	60
Albany - Schenectady - Troy	67.1	61
Richmond - Petersburg	66.4	62
Providence - Pawtucket - Woonsocket	65.5	63
El Paso	64.7	64
Grand Rapids	64.0	65
Austin	63.0	66
Oxnard - Ventura	61.4	67
Omaha	61.2	68
Baton Rouge	59.9	69
Fresno	59.8	70
Bridgeport - Stamford - Norwalk - Danbury	59.1	71
Toledo	58.0	72
New Haven - Waterbury - Meriden	57.8	73
Syracuse	57.3	74
Tucson	56.4	75
Akron	55.4	76
Scranton - Wilkes-Barre	53.6	77
Worcester - Fitchburg - Leominster	53.4	78
Bakersfield	52.9	79
Greenville - Spartanburg	52.0	80
Tacoma	51.5	81
Little Rock - North Little Rock	50.4	82
Allentown - Bethlehem	49.5	83
Mobile	49.5	83
Charleston, S.C.	49.3	85
Las Vegas	49.3	85
Raleigh - Durham	48.6	87
Knoxville	47.6	88
West Palm Beach - Boca Raton - Delray Beach	46.8	89
McAllen - Edinburg - Mission	46.3	90
Provo - Orem	46.1	91
Jersey City	46.0	92
Wilmington, Del.	46.0	92
Harrisburg - Lebanon - Carlisle	45.9	94
Lake County, Ill.	45.1	95
Albuquerque	44.8	96
Youngstown - Warren	44.8	96
Flint	44.0	98
Springfield, Mass.	43.7	99
Wichita	43.4	100
Total Top 100	12,169.2	
Joliet	42.3	101
Corpus Christi	41.9	102
Jackson, Miss.	41.4	103
Saginaw - Bay City - Midland	41.2	104
New Bedford - Fall River - Attleboro	40.8	105
Stockton	39.6	106
Lansing - East Lansing	39.4	107
Beaumont - Port Arthur	39.3	108
Chattanooga	38.9	109
Columbia, S.C.	38.8	110
Davenport - Rock Island - Moline	38.8	110
Shreveport	38.2	112
Augusta	37.3	113
Aurora - Elgin	37.3	113
Peoria	36.9	115
Canton	36.4	116
Vallejo - Fairfield - Napa	36.4	116
Fort Wayne	36.3	118
Johnson City - Kingsport - Bristol	35.8	119
Lancaster	35.7	120
Des Moines	35.2	121
Colorado Springs	34.3	122
Salinas - Seaside - Monterey	34.3	122
Spokane	33.6	124
York	32.8	125
Visalia - Tulare - Porterville	32.2	126
Brownsville - Harlingen	31.9	127
Huntington - Ashland	31.4	128
Modesto	31.1	129
Pensacola	30.5	130
Lexington-Fayette	30.1	131
Fayetteville, N.C.	29.9	132
Lakeland - Winter Haven	29.9	132
Appleton - Oshkosh - Neenah	28.7	134
Montgomery	28.6	135
Santa Rosa - Petaluma	28.3	136
Lorain - Elyria	27.9	137
Anchorage	27.2	138
Killeen - Temple	27.2	138
Macon - Warner Robins	27.0	140
Utica - Rome	26.7	141
Portsmouth - Dover - Rochester	26.6	142
Erie	26.3	143
Madison	26.3	143
Manchester - Nashua	26.3	143
Rockford	26.1	146
Evansville	26.0	147
Orange County, N.Y.	26.0	147
Hamilton - Middletown	25.6	149
Santa Barbara - Santa Maria - Lompoc	25.3	150
Total Top 150	13,815.2	
Salem, Ore.	24.9	151
Eugene - Springfield	24.4	152
Reading	24.3	153
Charleston, W.Va.	24.2	154
Savannah	23.7	155
Columbus, Ga.	23.6	156
Lafayette, La.	23.4	157
Melbourne - Titusville - Palm Bay	23.4	157
Duluth	23.3	159
Lubbock	23.0	160
Trenton	23.0	160
Atlantic City	22.7	162
Johnstown	22.7	162
Houma - Thibodaux	22.6	164
Brazoria	22.5	165
Vancouver	22.2	166
Ann Arbor	21.9	167
Galveston - Texas City	21.6	168
Boise	21.5	169
Binghamton	21.4	170
South Bend - Mishawaka	20.9	171
New London - Norwich	20.8	172
Amarillo	20.5	173
Biloxi - Gulfport	20.3	174
Poughkeepsie	20.0	175
Springfield, Mo.	19.4	176
Daytona Beach	19.3	177
Merced	19.3	177
Tallahassee	19.1	179
St. Cloud	19.0	180
Yakima	19.0	180
Lake Charles	18.7	182
Hickory	18.6	183
Kalamazoo	18.6	183
Huntsville	18.5	185
Niagara Falls	18.4	186
Portland, Me.	18.0	187
Green Bay	17.9	188
Fort Myers - Cape Coral	17.8	189
Springfield, Ill.	17.7	190
Lincoln	17.6	191
Fort Smith	17.4	192
Santa Cruz	17.4	192
Waco	17.4	192
Longview - Marshall	17.2	195
Clarksville - Hopkinsville	17.0	196
Racine	17.0	196
Boulder - Longmont	16.9	198
Richland - Kennewick - Pasco	16.6	199
Roanoke	16.6	199
Total Top 200	14,838.4	
Bremerton	16.3	201
Reno	16.2	202
Beaver County, Pa.	16.1	203
Lima	16.1	203
Odessa	16.1	203
Cedar Rapids	16.0	206
Monroe	16.0	206
Benton Harbor	15.9	208
Gainesville	15.8	209
Laredo	15.8	209
Waterloo - Cedar Falls	15.5	211
Fort Collins - Loveland	15.4	212
Muskegon	15.4	212
Alexandria, La.	15.2	214
Fort Pierce	15.2	214
Wheeling	15.0	216
Elkhart - Goshen	14.9	217
Parkersburg - Marietta	14.7	218
Topeka	14.6	219
Tyler	14.5	220
Greeley	14.1	221
Pascagoula	14.1	221
Fargo - Moorhead	13.8	223
Champaign - Urbana - Rantoul	13.7	224
Olympia	13.7	224
Dothan	13.6	226
Jacksonville, N.C.	13.5	227
Janesville - Beloit	13.5	227
Albany, Ga.	13.4	229
Jackson, Mich.	13.4	229
Anderson, S.C.	13.2	231
Lawton	13.2	231
Steubenville - Weirton	13.1	233
Tuscaloosa	13.1	233
Chico	12.8	235
Decatur	12.8	235
Battle Creek	12.7	237
Fort Walton Beach	12.7	237
Ocala	12.7	237
Asheville	12.6	240
Billings	12.6	240
Las Cruces	12.6	240
Florence, S.C.	12.5	243
Vineland - Millville - Bridgeton	12.5	243
Eau Claire	12.4	245
Sioux City	12.4	245
Abilene	12.3	247
Mansfield	12.3	247
Medford	12.3	247
Midland, Tex.	12.3	247
Total Top 250	15,339.0	
Anderson, Ind.	12.1	251
Florence, Ala.	12.1	251
Athens	12.0	253
Sioux Falls	12.0	253
Texarkana	12.0	253
Pueblo	11.9	256
Redding	11.9	256
Bangor	11.8	258
Joplin	11.8	258
Lynchburg	11.8	258
Wichita Falls	11.8	258
Altoona	11.7	262
Wausau	11.7	262
Sarasota	11.6	264
Anniston	11.4	265
Yuba City	11.4	265
Bradenton	11.3	267
Terre Haute	11.2	268
Kenosha	11.0	269
Bloomington - Normal	10.8	270
Kankakee	10.6	271
Panama City	10.6	271
Burlington, Vt.	10.4	273
Pittsfield	10.4	273
Bellingham	10.3	275
Muncie	10.3	275
Sharon	10.2	277
Williamsport	10.2	277
Bismarck	10.0	279
Glens Falls	10.0	279
Kokomo	10.0	279
Santa Fe	9.7	282
Lafayette - West Lafayette	9.6	283
Sheboygan	9.6	283
Bryan - College Station	9.5	285
Gadsden	9.5	285
Pine Bluff	9.3	287
Rochester, Minn.	9.3	287
Wilmington, N.C.	9.3	287
Fayetteville - Springdale	9.2	290
Charlottesville	9.1	291
Dubuque	9.1	291
Lewiston - Auburn	9.1	291
Danville, Va.	9.0	294
San Angelo	9.0	294
Victoria	8.8	296
Casper	8.6	297
Owensboro	8.6	297
Rapid City	8.5	299
Columbia, Mo.	8.4	300
Naples	8.4	300
Hagerstown	8.3	302
Elmira	8.2	303
Sherman - Denison	8.2	303
Cumberland	8.1	305
Great Falls	8.1	305
St. Joseph	7.9	307
Grand Forks	7.8	308
La Crosse	7.8	308
State College	7.6	310
Cheyenne	7.5	311
Jackson, Tenn.	7.2	312
Bloomington, Ind.	7.1	313
Burlington, N.C.	7.0	314
Enid	6.7	315
Iowa City	6.7	315
Lawrence, Kans.	5.4	317
Total Above Areas	16,176.5	
Percent of U.S.	74.8112	
U.S. Total	21,623.1	

CHILDREN 6 TO 17 YEARS OLD

Area	(Thous.)	Rank
Los Angeles - Long Beach	1,292.0	1
New York	1,274.3	2
Chicago	1,043.4	3
Philadelphia	814.7	4
Detroit	805.9	5
Boston - Lawrence - Salem - Lowell - Brockton	607.2	6
Washington	596.3	7
Houston	573.6	8
Nassau - Suffolk	503.4	9
Atlanta	446.8	10
St. Louis	422.9	11
Dallas	405.3	12
Minneapolis - St. Paul	390.4	13
Baltimore	389.4	14
Anaheim - Santa Ana	354.6	15
Pittsburgh	340.7	16
Newark	326.3	17
San Diego	324.6	18
Riverside - San Bernardino	322.5	19
Cleveland	314.0	20
Phoenix	307.5	21
Oakland	298.8	22
Denver	275.3	23
Seattle	266.3	24
Miami - Hialeah	260.6	25
Tampa - St. Petersburg - Clearwater	259.8	26
Kansas City	254.9	27
Cincinnati	248.5	28
New Orleans	244.8	29
Milwaukee	241.3	30
San Jose	235.5	31
San Antonio	231.0	32
Columbus, Ohio	218.2	33
Indianapolis	218.1	34
Norfolk - Virginia Beach - Newport News	217.4	35
Bergen - Passaic	204.6	36
Fort Worth - Arlington	203.9	37
Sacramento	201.5	38
Salt Lake City - Ogden	200.9	39
San Francisco	192.6	40
Charlotte - Gastonia - Rock Hill	186.5	41
Portland, Ore.	179.2	42
Hartford - New Britain - Middletown - Bristol	177.9	43
Rochester, N.Y.	174.6	44
Memphis	171.9	45
Louisville	169.8	46
Buffalo	165.6	47
Monmouth - Ocean	162.8	48
Oklahoma City	162.8	48
Dayton - Springfield	162.1	50
Total Top 50	**10,045.0**	
Middlesex - Somerset - Hunterdon	158.4	51
Birmingham	155.1	52
Greensboro - Winston-Salem - High Point	154.4	53
Nashville	152.7	54
Fort Lauderdale - Hollywood - Pompano Beach	151.0	55
Orlando	146.7	56
Jacksonville, Fla.	144.8	57
Albany - Schenectady - Troy	143.6	58
Bridgeport - Stamford - Norwalk - Danbury	142.3	59
Providence - Pawtucket - Woonsocket	142.0	60
Honolulu	136.3	61
Richmond - Petersburg	136.1	62
Tulsa	126.2	63
New Haven - Waterbury - Meriden	125.5	64
Gary - Hammond	121.0	65
Syracuse	117.2	66
El Paso	115.0	67
Scranton - Wilkes-Barre	114.2	68
Oxnard - Ventura	114.0	69
Grand Rapids	113.5	70
Worcester - Fitchburg - Leominster	113.1	71
Omaha	111.0	72
Akron	110.8	73
Austin	108.8	74
Toledo	106.3	75
Greenville - Spartanburg	105.4	76
Allentown - Bethlehem	104.1	77
Baton Rouge	103.5	78
Tucson	101.4	79
Fresno	100.9	80
Raleigh - Durham	99.0	81
Knoxville	97.7	82
Springfield, Mass.	95.3	83
Wilmington, Del.	95.3	83
Harrisburg - Lebanon - Carlisle	95.2	85
West Palm Beach - Boca Raton - Delray Beach	95.1	86
Las Vegas	92.8	87
Charleston, S.C.	89.4	88
Mobile	88.4	89
Youngstown - Warren	88.3	90
Little Rock - North Little Rock	88.2	91
Lake County, Ill.	87.6	92
Flint	87.3	93
Jersey City	86.7	94
Tacoma	86.2	95
New Bedford - Fall River - Attleboro	86.1	96
Bakersfield	84.5	97
Saginaw - Bay City - Midland	82.1	98
Albuquerque	81.7	99
McAllen - Edinburg - Mission	81.6	100
Total Top 100	**20,408.8**	
Johnson City - Kingsport - Bristol	76.8	101
Columbia, S.C.	76.5	102
Joliet	74.9	103
Chattanooga	74.8	104
Lansing - East Lansing	73.8	105
Jackson, Miss.	73.0	106
Corpus Christi	72.1	107
Canton	71.8	108
Stockton	70.3	109
Beaumont - Port Arthur	70.1	110
Wichita	69.7	111
York	69.5	112
Augusta	69.1	113
Davenport - Rock Island - Moline	68.1	114
Shreveport	66.0	115
Aurora - Elgin	65.4	116
Lancaster	65.4	116
Des Moines	65.0	118
Fort Wayne	65.0	118
Peoria	64.1	120
Vallejo - Fairfield - Napa	64.0	121
Lakeland - Winter Haven	61.2	122
Colorado Springs	60.8	123
Huntington - Ashland	59.2	124
Spokane	59.2	124
Pensacola	59.1	126
Utica - Rome	56.9	127
Melbourne - Titusville - Palm Bay	55.5	128
Brownsville - Harlingen	55.4	129
Manchester - Nashua	54.8	130
Appleton - Oshkosh - Neenah	54.7	131
Montgomery	54.7	131
Portsmouth - Dover - Rochester	54.5	133
Visalia - Tulare - Porterville	54.0	134
Modesto	53.5	135
Lexington-Fayette	53.3	136
Lorain - Elyria	53.2	137
Salinas - Seaside - Monterey	53.1	138
Santa Rosa - Petaluma	53.1	138
Orange County, N.Y.	52.3	140
Macon - Warner Robins	52.2	141
Rockford	51.7	142
Madison	51.1	143
Reading	50.7	144
Erie	50.4	145
Trenton	50.0	146
Santa Barbara - Santa Maria - Lompoc	48.8	147
Atlantic City	48.1	148
Hamilton - Middletown	47.5	149
Evansville	47.4	150
Total Top 150	**26,430.6**	
Provo - Orem	46.7	151
Fayetteville, N.C.	46.6	152
Binghamton	46.4	153
Poughkeepsie	45.6	154
Johnstown	43.8	155
Columbus, Ga.	43.1	156
Charleston, W.Va.	42.7	157
Salem, Ore.	42.2	158
Anchorage	42.1	159
Duluth	41.7	160
Eugene - Springfield	41.7	160
Savannah	41.7	160
New London - Norwich	41.6	163
Daytona Beach	41.4	164
Lafayette, La.	41.2	165
Houma - Thibodaux	40.0	166
Huntsville	39.5	167
South Bend - Mishawaka	39.4	168
Vancouver	39.4	168
Ann Arbor	39.2	170
Hickory	38.9	171
Galveston - Texas City	38.7	172
Niagara Falls	37.9	173
Portland, Me.	37.7	174
Brazoria	37.1	175
Lubbock	36.9	176
Biloxi - Gulfport	36.7	177
Killeen - Temple	36.7	177
Roanoke	36.6	179
Fort Myers - Cape Coral	35.9	180
Green Bay	35.2	181
Kalamazoo	35.2	181
Springfield, Mo.	35.0	183
Tallahassee	34.5	184
Boise	34.2	185
St. Cloud	33.9	186
Boulder - Longmont	33.3	187
Lake Charles	33.2	188
Beaver County, Pa.	33.0	189
Yakima	32.9	190
Racine	32.7	191
Amarillo	32.2	192
Fort Smith	32.1	193
Springfield, Ill.	32.0	194
Reno	31.4	195
Benton Harbor	31.3	196
Merced	30.7	197
Santa Cruz	30.4	198
Cedar Rapids	30.1	199
Longview - Marshall	29.8	200
Total Top 200	**28,002.8**	
Waco	29.5	201
Wheeling	29.4	202
Fort Pierce	29.2	203
Lincoln	29.1	204
Muskegon	29.0	205
Lima	28.6	206
Laredo	28.3	207
Bremerton	28.1	208
Gainesville	27.9	209
Parkersburg - Marietta	27.9	209
Ocala	27.6	211
Sarasota	27.5	212
Monroe	27.4	213
Asheville	27.1	214
Alexandria, La.	27.0	215
Fort Collins - Loveland	27.0	215
Elkhart - Goshen	26.8	217
Steubenville - Weirton	26.4	218
Jackson, Mich.	26.3	219
Tyler	26.3	219
Waterloo - Cedar Falls	26.3	219
Pascagoula	26.2	222
Richland - Kennewick - Pasco	26.1	223
Vineland - Millville - Bridgeton	26.1	223
Topeka	26.0	225
Clarksville - Hopkinsville	25.9	226
Janesville - Beloit	25.8	227
Anderson, S.C.	25.5	228
Florence, Ala.	25.3	229
Olympia	25.3	229
Odessa	24.7	231
Fort Walton Beach	24.4	232
Battle Creek	24.3	233
Anderson, Ind.	24.2	234
Lynchburg	24.2	234
Albany, Ga.	24.1	236
Eau Claire	24.1	236
Greeley	24.1	236
Bangor	24.0	239
Dothan	23.7	240
Tuscaloosa	23.7	240
Pittsfield	23.3	242
Mansfield	23.2	243
Medford	23.1	244
Florence, S.C.	23.0	245
Chico	22.9	246
Redding	22.9	246
Altoona	22.8	248
Decatur	22.6	249
Las Cruces	22.6	249
Total Top 250	**29,789.6**	
Bradenton	22.4	251
Champaign - Urbana - Rantoul	22.4	251
Joplin	22.3	253
Burlington, Vt.	22.2	254
Fargo - Moorhead	22.2	254
Pueblo	22.2	254
Glens Falls	22.1	257
Kenosha	22.1	257
Athens	21.9	259
Anniston	21.6	260
Texarkana	21.6	260
Sharon	21.5	262
Wausau	21.4	263
Muncie	20.9	264
Billings	20.8	265
Terre Haute	20.7	266
Sioux Falls	20.6	267
Lawton	20.4	268
Panama City	20.4	268
Sioux City	20.1	270
Williamsport	20.1	270
Wilmington, N.C.	19.7	272
Kokomo	19.6	273
Yuba City	19.6	273
Midland, Tex.	19.4	275
Santa Fe	19.4	275
Wichita Falls	19.4	275
Abilene	19.3	278
Kankakee	19.3	278
Danville, Va.	19.2	280
Hagerstown	18.8	281
Gadsden	18.4	282
Dubuque	18.1	283
Lewiston - Auburn	18.1	283
Bellingham	18.0	285
Bloomington - Normal	18.0	285
Jacksonville, N.C.	17.8	287
Sheboygan	17.7	288
Charlottesville	17.5	289
Cumberland	17.5	289
Burlington, N.C.	17.1	291
Rochester, Minn.	17.0	292
Lafayette - West Lafayette	16.9	293
Fayetteville - Springdale	16.7	294
Pine Bluff	16.7	294
Elmira	16.6	296
Naples	16.6	296
Bismarck	16.4	298
Owensboro	16.1	299
State College	15.7	300
San Angelo	15.4	301
Sherman - Denison	15.3	302
Victoria	14.7	303
Bryan - College Station	14.6	304
La Crosse	14.6	304
Columbia, Mo.	14.5	306
St. Joseph	13.9	307
Great Falls	13.7	308
Jackson, Tenn.	13.1	309
Rapid City	13.0	310
Bloomington, Ind.	12.8	311
Casper	12.8	311
Cheyenne	12.6	313
Iowa City	10.8	314
Grand Forks	10.6	315
Enid	10.1	316
Lawrence, Kan.	8.5	317
Total Above Areas	**30,981.1**	
Percent of U.S.	**75.4678**	
U.S. Total	**41,052.1**	

HOUSEHOLDS

Area	(Thous.)	Rank
New York	3,349.7	1
Los Angeles - Long Beach	2,963.5	2
Chicago	2 238.0	3
Philadelphia	1,756.2	4
Detroit	1,581.6	5
Boston - Lawrence - Salem - Lowell - Brockton	1,373.2	6
Washington	1,291.8	7
Houston	1,168.8	8
Atlanta	902.7	9
St. Louis	873.7	10
Nassau - Suffolk	873.6	11
Dallas	858.1	12
Pittsburgh	846.2	13
Minneapolis - St. Paul	843.6	14
Baltimore	827.9	15
Tampa - St. Petersburg - Clearwater	786.6	16
San Diego	786.5	17
Anaheim - Santa Ana	755.0	18
Oakland	736.1	19
Phoenix	719.1	20
Cleveland	715.2	21
Seattle	686.2	22
Riverside - San Bernardino	685.1	23
Newark	676.9	24
Miami - Hialeah	665.3	25
Denver	656.8	26
San Francisco	655.6	27
Kansas City	561.3	28
Milwaukee	527.7	29
Cincinnati	521.8	30
New Orleans	493.6	31
Sacramento	493.2	32
Fort Lauderdale - Hollywood - Pompano Beach	492.0	33
Columbus, Ohio	488.8	34
San Jose	488.2	35
Bergen - Passaic	476.7	36
Portland, Ore.	450.8	37
Indianapolis	443.7	38
Norfolk - Virginia Beach - Newport News	432.1	39
Fort Worth - Arlington	431.7	40
San Antonio	406.4	41
Hartford - New Britain - Middletown - Bristol	394.1	42
Charlotte - Gastonia - Rock Hill	387.6	43
Oklahoma City	377.7	44
Rochester, N.Y.	366.1	45
Buffalo	361.0	46
Louisville	356.2	47
Monmouth - Ocean	354.1	48
Dayton - Springfield	353.2	49
Birmingham	346.4	50
Total Top 50	40,277.4	
Greensboro - Winston-Salem - High Point	341.8	51
Nashville	336.8	52
Salt Lake City - Ogden	336.3	53
Memphis	332.1	54
Middlesex - Somerset - Hunterdon	326.5	55
Orlando	324.8	56
Providence - Pawtucket - Woonsocket	323.2	57
Albany - Schenectady - Troy	320.8	58
West Palm Beach - Boca Raton - Delray Beach	311.9	59
Jacksonville, Fla.	308.5	60
Bridgeport - Stamford - Norwalk - Danbury	292.5	61
Richmond - Petersburg	289.9	62
Tulsa	285.9	63
New Haven - Waterbury - Meriden	284.4	64
Scranton - Wilkes-Barre	279.0	65
Austin	262.0	66
Honolulu	256.4	67
Tucson	253.0	68
Allentown - Bethlehem	249.9	69
Worcester - Fitchburg - Leominster	241.8	70
Akron	241.4	71
Raleigh - Durham	238.3	72
Syracuse	237.4	73
Knoxville	229.9	74
Toledo	229.7	75
Omaha	228.3	76
Grand Rapids	226.2	77
Greenville - Spartanburg	226.1	78
Las Vegas	223.6	79
Harrisburg - Lebanon - Carlisle	220.7	80
Gary - Hammond	219.4	81
Springfield, Mass.	213.3	82
Jersey City	212.7	83
Fresno	207.2	84
Oxnard - Ventura	200.5	85
Tacoma	197.1	86
Wilmington, Del.	192.6	87
Baton Rouge	191.5	88
Youngstown - Warren	190.4	89
Little Rock - North Little Rock	183.5	90
New Bedford - Fall River - Attleboro	179.5	91
Albuquerque	178.3	92
Mobile	170.1	93
Bakersfield	169.5	94
Johnson City - Kingsport - Bristol	166.2	95
Charleston, S.C.	165.6	96
Wichita	165.1	97
El Paso	162.2	98
Chattanooga	160.9	99
Flint	158.5	100
Total Top 100	52,220.6	
Columbia, S.C.	157.6	101
Lake County, Ill.	156.6	102
Des Moines	152.3	103
Lansing - East Lansing	150.6	104
Stockton	149.9	105
York	149.5	106
Canton	148.4	107
Davenport - Rock Island - Moline	146.8	108
Saginaw - Bay City - Midland	145.8	109
Beaumont - Port Arthur	140.7	110
Spokane	139.9	111
Jackson, Miss.	139.2	112
Lancaster	138.8	113
Melbourne - Titusville - Palm Bay	138.7	114
Peoria	137.5	115
Vallejo - Fairfield - Napa	135.7	116
Lakeland - Winter Haven	135.1	117
Santa Rosa - Petaluma	134.5	118
Shreveport	133.8	119
Augusta	133.3	120
Daytona Beach	133.0	121
Madison	132.7	122
Colorado Springs	131.0	123
Fort Wayne	128.5	124
Joliet	125.6	125
Huntington - Ashland	125.1	126
Santa Barbara - Santa Maria - Lompoc	124.7	127
Reading	124.5	128
Lexington-Fayette	124.0	129
Aurora - Elgin	121.9	130
Pensacola	120.3	131
Corpus Christi	119.0	132
Atlantic City	118.8	133
Utica - Rome	115.7	134
Sarasota	113.1	135
Fort Myers - Cape Coral	112.6	136
Portsmouth - Dover - Rochester	112.3	137
Trenton	111.7	138
Manchester - Nashua	110.1	139
Appleton - Oshkosh - Neenah	109.1	140
Salinas - Seaside - Monterey	109.0	141
Modesto	107.7	142
Evansville	107.6	143
Charleston, W.Va.	105.2	144
Montgomery	105.1	145
Rockford	104.4	146
Eugene - Springfield	104.3	147
Erie	103.3	148
Binghamton	98.8	149
Macon - Warner Robins	98.7	150
Total Top 150	58,543.1	
Ann Arbor	98.4	151
Duluth	97.9	152
Hamilton - Middletown	96.8	153
Johnstown	95.9	154
Lorain - Elyria	95.4	155
Salem, Ore.	94.6	156
McAllen - Edinburg - Mission	94.2	157
Reno	92.5	158
Visalia - Tulare - Porterville	92.5	158
Orange County, N.Y.	92.1	160
New London - Norwich	89.2	161
South Bend - Mishawaka	87.8	162
Poughkeepsie	87.6	163
Anchorage	87.4	164
Portland, Me.	86.4	165
Boulder - Longmont	85.2	166
Roanoke	84.5	167
Savannah	84.3	168
Springfield, Mo.	84.1	169
Fayetteville, N.C.	83.9	170
Santa Cruz	82.6	171
Columbus, Ga.	82.3	172
Fort Pierce	81.0	173
Niagara Falls	80.1	174
Kalamazoo	79.8	175
Hickory	79.7	176
Lincoln	79.7	176
Huntsville	79.0	178
Galveston - Texas City	78.8	179
Springfield, Ill.	78.7	180
Vancouver	78.7	180
Lubbock	78.5	182
Tallahassee	78.4	183
Bradenton	75.5	184
Lafayette, La.	75.4	185
Killeen - Temple	75.0	186
Amarillo	74.6	187
Beaver County, Pa.	73.4	188
Boise	72.9	189
Gainesville	72.7	190
Biloxi - Gulfport	70.5	191
Wheeling	69.8	192
Brownsville - Harlingen	69.0	193
Waco	68.9	194
Provo - Orem	68.7	195
Fort Collins - Loveland	67.9	196
Chico	67.4	197
Green Bay	67.2	198
Yakima	67.0	199
Brazoria	66.6	200
Total Top 200	62,593.6	
Cedar Rapids	66.6	200
Asheville	66.1	202
Fort Smith	65.7	203
Ocala	65.3	204
Houma - Thibodaux	62.9	205
Racine	62.9	205
Topeka	62.6	207
Bremerton	62.2	208
Longview - Marshall	61.9	209
Lake Charles	61.8	210
Champaign - Urbana - Rantoul	61.5	211
Benton Harbor	60.8	212
Parkersburg - Marietta	59.2	213
Steubenville - Weirton	58.2	214
Waterloo - Cedar Falls	57.9	215
Lima	56.4	216
Muskegon	55.9	217
St. Cloud	55.6	218
Olympia	55.5	219
Tyler	55.4	220
Pittsfield	54.7	221
Merced	54.4	222
Fargo - Moorhead	54.2	223
Anderson, S.C.	54.1	224
Florence, Ala.	52.7	225
Medford	52.6	226
Elkhart - Goshen	52.3	227
Tuscaloosa	52.2	228
Battle Creek	51.6	229
Janesville - Beloit	51.6	229
Jackson, Mich.	51.3	231
Richland - Kennewick - Pasco	51.3	231
Clarksville - Hopkinsville	51.1	233
Monroe	51.1	233
Altoona	51.0	235
Athens	50.9	236
Odessa	50.8	237
Greeley	50.6	238
Decatur	50.3	239
Joplin	50.3	239
Alexandria, La.	49.9	241
Lynchburg	49.5	242
Redding	49.4	243
Eau Claire	49.2	244
Naples	49.2	244
Terre Haute	49.2	244
Anderson, Ind.	48.6	247
Billings	48.5	248
Mansfield	48.5	248
Fort Walton Beach	48.4	250
Total Top 250	65,337.5	
Bangor	48.3	251
Pueblo	47.9	252
Vineland - Millville - Bridgeton	47.5	253
Sioux Falls	47.3	254
Sharon	47.0	255
Dothan	46.3	256
Bloomington - Normal	45.5	257
Burlington, Vt.	45.5	257
Charlottesville	45.5	257
Wichita Falls	45.2	260
Sioux City	44.8	261
Muncie	44.3	262
Texarkana	44.2	263
Anniston	44.1	264
Kenosha	44.1	264
Bellingham	44.0	266
Williamsport	44.0	266
Panama City	43.4	268
Wilmington, N.C.	43.3	269
Abilene	43.1	270
Lafayette - West Lafayette	42.6	271
Pascagoula	42.6	271
Florence, S.C.	41.2	273
Wausau	41.1	274
Midland, Tex.	41.0	275
Yuba City	40.9	276
Bryan - College Station	40.6	277
Hagerstown	40.5	278
Danville, Va.	40.3	279
Glens Falls	40.0	280
Fayetteville - Springdale	39.9	281
Cumberland	39.6	282
Albany, Ga.	39.5	283
Gadsden	39.4	284
Las Cruces	39.4	284
Santa Fe	39.2	286
Columbia, Mo.	39.0	287
State College	39.0	287
Kokomo	38.4	289
Burlington, N.C.	38.2	290
Lawton	38.1	291
Kankakee	37.1	292
Lewiston - Auburn	37.1	292
Sheboygan	37.1	292
Sherman - Denison	37.0	295
Bloomington, Ind.	36.0	296
Rochester, Minn.	35.6	297
San Angelo	35.0	298
Jacksonville, N.C.	34.8	299
Elmira	34.5	300
La Crosse	34.5	300
Iowa City	33.5	302
Bismarck	32.4	303
Owensboro	32.4	303
St. Joseph	32.1	305
Great Falls	31.7	306
Laredo	31.4	307
Dubuque	31.2	308
Pine Bluff	30.6	309
Jackson, Tenn.	28.9	310
Casper	28.8	311
Rapid City	28.7	312
Cheyenne	28.4	313
Victoria	26.5	314
Enid	25.6	315
Lawrence, Kans.	25.4	316
Grand Forks	23.7	317
Total Above Areas	67,913.3	
Percent of U.S.	76.8166	
U.S. Total	88,409.7	

ONE-PERSON HOUSEHOLDS

Area	(Thous.)	Rank
New York	1,105.8	1
Los Angeles - Long Beach	845.8	2
Chicago	613.6	3
Philadelphia	448.2	4
Detroit	382.9	5
Boston - Lawrence - Salem - Lowell - Brockton	381.1	6
Washington	354.3	7
Houston	296.3	8
Pittsburgh	236.4	9
San Francisco	234.0	10
Minneapolis - St. Paul	229.2	11
Dallas	222.1	12
St. Louis	221.3	13
Tampa - St. Petersburg - Clearwater	217.1	14
Atlanta	208.9	15
Oakland	208.3	16
Cleveland	205.3	17
San Diego	198.5	18
Seattle	197.9	19
Baltimore	197.4	20
Denver	196.7	21
Phoenix	190.8	22
Miami - Hialeah	179.6	23
Anaheim - Santa Ana	176.4	24
Newark	160.1	25
Riverside - San Bernardino	149.8	26
Kansas City	146.8	27
Cincinnati	144.8	28
Milwaukee	144.3	29
Columbus, Ohio	140.6	30
Fort Lauderdale - Hollywood - Pompano Beach	139.8	31
Nassau - Suffolk	138.6	32
Sacramento	136.7	33
New Orleans	133.8	34
Portland, Ore.	126.9	35
San Jose	118.8	36
Bergen - Passaic	112.5	37
Indianapolis	107.9	38
Norfolk - Virginia Beach - Newport News	100.3	39
Oklahoma City	99.3	40
Hartford - New Britain - Middletown - Bristol	98.9	41
Dayton - Springfield	97.4	42
Fort Worth - Arlington	97.1	43
Buffalo	94.7	44
Rochester, N.Y.	94.7	44
West Palm Beach - Boca Raton - Delray Beach	89.7	46
Louisville	89.4	47
Monmouth - Ocean	89.4	47
Charlotte - Gastonia - Rock Hill	88.9	49
Albany - Schenectady - Troy	87.1	50
Total Top 50	10,776.2	
San Antonio	87.1	50
Providence - Pawtucket - Woonsocket	85.9	52
Birmingham	85.4	53
Greensboro - Winston-Salem - High Point	82.9	54
Jacksonville, Fla.	79.6	55
Nashville	79.3	56
Orlando	77.6	57
Memphis	76.7	58
Scranton - Wilkes-Barre	74.9	59
Tulsa	73.9	60
New Haven - Waterbury - Meriden	73.4	61
Austin	73.3	62
Tucson	73.2	63
Middlesex - Somerset - Hunterdon	70.2	64
Richmond - Petersburg	69.9	65
Bridgeport - Stamford - Norwalk - Danbury	66.2	66
Salt Lake City - Ogden	65.9	67
Las Vegas	65.5	68
Akron	63.8	69
Toledo	63.8	69
Raleigh - Durham	63.3	71
Allentown - Bethlehem	62.7	72
Jersey City	61.7	73
Omaha	61.4	74
Worcester - Fitchburg - Leominster	61.0	75
Syracuse	59.9	76
Harrisburg - Lebanon - Carlisle	58.5	77
Knoxville	57.0	78
Springfield, Mass.	55.7	79
Greenville - Spartanburg	55.3	80
Tacoma	52.4	81
Grand Rapids	52.1	82
Youngstown - Warren	48.0	83
Albuquerque	47.0	84
Honolulu	46.4	85
Fresno	45.9	86
Des Moines	45.1	87
Gary - Hammond	45.1	87
Wichita	44.3	89
Wilmington, Del.	43.9	90
Baton Rouge	43.2	91
Little Rock - North Little Rock	42.4	92
New Bedford - Fall River - Attleboro	41.9	93
Columbia, S.C.	41.1	94
Madison	40.8	95
Mobile	39.9	96
Davenport - Rock Island - Moline	39.4	97
Spokane	39.4	97
Bakersfield	37.7	99
Chattanooga	37.5	100
Total Top 100	13,734.7	
Stockton	37.4	101
Daytona Beach	37.1	102
Flint	36.8	103
Johnson City - Kingsport - Bristol	36.8	103
Charleston, S.C.	36.1	105
Santa Rosa - Petaluma	36.1	105
Melbourne - Titusville - Palm Bay	36.0	107
Oxnard - Ventura	35.9	108
Lansing - East Lansing	35.3	109
Peoria	35.2	110
Shreveport	34.6	111
Colorado Springs	34.2	112
Lexington-Fayette	34.2	112
Canton	34.0	114
York	33.9	115
Atlantic City	33.4	116
Lake County, Ill.	32.3	117
Santa Barbara - Santa Maria - Lompoc	32.3	117
Reading	32.1	119
Jackson, Miss.	32.0	120
Sarasota	32.0	120
Vallejo - Fairfield - Napa	31.9	122
Saginaw - Bay City - Midland	31.8	123
Lakeland - Winter Haven	30.8	124
Augusta	30.7	125
Beaumont - Port Arthur	30.2	126
Lancaster	30.1	127
Fort Wayne	29.9	128
Huntington - Ashland	29.4	129
Reno	29.2	130
Utica - Rome	29.2	130
Eugene - Springfield	28.7	132
El Paso	27.9	133
Appleton - Oshkosh - Neenah	27.6	134
Evansville	27.6	134
Aurora - Elgin	27.5	136
Charleston, W.Va.	27.2	137
Trenton	27.2	137
Duluth	27.1	139
Pensacola	26.9	140
Fort Myers - Cape Coral	26.6	141
Rockford	26.5	142
Ann Arbor	26.3	143
Manchester - Nashua	26.2	144
Binghamton	25.4	145
Portsmouth - Dover - Rochester	25.4	145
Erie	25.3	147
Montgomery	25.3	147
Springfield, Ill.	24.8	149
Modesto	24.2	150
Total Top 150	15,369.3	
Salinas - Seaside - Monterey	24.0	151
Lincoln	23.7	152
Portland, Me.	23.6	153
Joliet	23.5	154
Boulder - Longmont	23.3	155
Corpus Christi	23.2	156
Johnstown	23.2	156
Salem, Ore.	23.0	158
South Bend - Mishawaka	22.7	159
Hamilton - Middletown	22.1	160
Roanoke	22.1	160
Anchorage	22.0	162
New London - Norwich	21.9	163
Macon - Warner Robins	21.8	164
Lorain - Elyria	21.7	165
Santa Cruz	21.7	165
Springfield, Mo.	21.5	167
Tallahassee	20.6	168
Kalamazoo	20.5	169
Poughkeepsie	20.5	169
Savannah	20.0	171
Huntsville	19.8	172
Niagara Falls	19.5	173
Bradenton	19.4	174
Champaign - Urbana - Rantoul	19.3	175
Wheeling	19.3	175
Cedar Rapids	19.0	177
Orange County, N.Y.	19.0	177
Gainesville	18.9	179
Amarillo	18.8	180
Fort Pierce	18.8	180
Lubbock	18.7	182
Topeka	18.7	182
Columbus, Ga.	18.6	184
Green Bay	18.4	185
Chico	18.0	186
Galveston - Texas City	18.0	186
Vancouver	18.0	186
Visalia - Tulare - Porterville	17.8	189
Lafayette, La.	17.6	190
Asheville	17.5	191
Boise	17.4	192
Biloxi - Gulfport	17.3	193
Hickory	17.1	194
Waco	17.1	194
Fort Collins - Loveland	16.3	196
Beaver County, Pa.	16.2	197
Fayetteville, N.C.	15.6	198
Fargo - Moorhead	15.5	199
Pittsfield	15.5	199
Total Top 200	16,257.8	
Yakima	15.1	201
Fort Smith	15.0	202
Ocala	15.0	202
Racine	15.0	202
Waterloo - Cedar Falls	14.9	205
Bremerton	14.7	206
Benton Harbor	14.5	207
Sioux Falls	14.4	208
Killeen - Temple	14.3	209
Steubenville - Weirton	14.3	209
Longview - Marshall	14.1	211
Olympia	14.1	211
Billings	13.9	213
Decatur	13.9	213
Parkersburg - Marietta	13.9	213
Lima	13.6	216
Lake Charles	13.5	217
McAllen - Edinburg - Mission	13.5	217
Tuscaloosa	13.3	219
Terre Haute	13.2	220
Battle Creek	13.1	221
Bloomington - Normal	13.1	221
Janesville - Beloit	13.0	223
Muskegon	13.0	223
Charlottesville	12.9	225
Pueblo	12.9	225
Joplin	12.8	227
Altoona	12.7	228
Mansfield	12.6	229
Anderson, S.C.	12.4	230
Medford	12.4	230
Naples	12.4	230
Sioux City	12.3	233
Tyler	12.3	233
Florence, Ala.	12.2	235
Monroe	12.2	235
Alexandria, La.	12.1	237
Athens	12.1	237
Eau Claire	12.1	237
Redding	11.7	240
Anderson, Ind.	11.6	241
Lynchburg	11.6	241
Burlington, Vt.	11.5	243
Houma - Thibodaux	11.5	243
Lafayette - West Lafayette	11.5	243
Odessa	11.5	243
Richland - Kennewick - Pasco	11.5	243
Jackson, Mich.	11.4	248
Greeley	11.3	249
Kenosha	11.3	249
Total Top 250	16,906.2	
Wichita Falls	11.3	249
Brazoria	11.2	252
Sharon	11.2	252
Bellingham	11.1	254
Brownsville - Harlingen	11.1	254
Elkhart - Goshen	11.1	254
Iowa City	11.1	254
Santa Fe	11.1	254
Columbia, Mo.	11.0	259
Bloomington, Ind.	10.9	260
Anniston	10.8	261
Fort Walton Beach	10.7	262
Muncie	10.7	262
St. Cloud	10.7	262
Williamsport	10.7	262
Wilmington, N.C.	10.7	262
Merced	10.5	267
Bangor	10.4	268
Bryan - College Station	10.4	268
Texarkana	10.4	268
Panama City	10.3	271
Abilene	10.2	272
Vineland - Millville - Bridgeton	10.2	272
Dothan	10.0	274
Cumberland	9.9	275
Kankakee	9.8	276
State College	9.8	276
Clarksville - Hopkinsville	9.6	278
Yuba City	9.6	278
Lewiston - Auburn	9.5	280
Great Falls	9.4	281
Hagerstown	9.4	281
Fayetteville - Springdale	9.3	283
La Crosse	9.3	283
Sherman - Denison	9.3	283
Wausau	9.3	283
Glens Falls	9.2	287
Rochester, Minn.	9.2	287
Burlington, N.C.	9.1	289
Midland, Tex.	9.1	289
Gadsden	9.0	291
Kokomo	9.0	291
Sheboygan	9.0	291
Danville, Va.	8.9	294
Las Cruces	8.8	295
Florence, S.C.	8.7	296
St. Joseph	8.6	297
Elmira	8.5	298
Provo - Orem	8.5	298
San Angelo	8.5	298
Owensboro	8.4	301
Cheyenne	8.0	302
Dubuque	8.0	302
Pascagoula	8.0	302
Albany, Ga.	7.7	305
Bismarck	7.7	305
Lawton	7.5	307
Casper	7.3	308
Lawrence, Kans.	7.3	308
Rapid City	7.3	308
Jackson, Tenn.	7.2	311
Pine Bluff	6.9	312
Enid	6.7	313
Grand Forks	6.1	314
Jacksonville, N.C.	5.9	315
Victoria	5.1	316
Laredo	4.7	317
Total Above Areas	17,522.1	
Percent of U.S.	78.4074	
U.S. Total	22,347.5	

EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
New York	108,623,082	1
Los Angeles - Long Beach	103,058,676	2
Chicago	81,641,854	3
Philadelphia	59,290,349	4
Washington	56,708,739	5
Detroit	54,066,452	6
Boston - Lawrence - Salem - Lowell - Brockton	53,598,409	7
Houston	42,698,869	8
Nassau - Suffolk	42,362,957	9
Dallas	31,808,658	10
Minneapolis - St. Paul	31,738,802	11
Anaheim - Santa Ana	31,573,345	12
Atlanta	31,304,372	13
St. Louis	29,752,563	14
San Diego	28,842,528	15
Oakland	28,345,176	16
Newark	27,973,971	17
Baltimore	27,124,595	18
San Francisco	26,444,917	19
Pittsburgh	25,343,955	20
Seattle	24,534,691	21
Cleveland	22,986,935	22
Denver	22,874,225	23
Phoenix	21,989,680	24
Riverside - San Bernardino	21,934,257	25
Tampa - St. Petersburg - Clearwater	21,929,640	26
San Jose	21,436,862	27
Bergen - Passaic	20,712,344	28
Miami - Hialeah	20,317,285	29
Kansas City	19,831,816	30
Milwaukee	17,626,161	31
Cincinnati	16,733,802	32
Fort Lauderdale - Hollywood - Pompano Beach	16,237,183	33
Sacramento	16,056,007	34
Hartford - New Britain - Middletown - Bristol	15,535,093	35
Fort Worth - Arlington	15,100,721	36
Columbus, Ohio	15,097,445	37
Bridgeport - Stamford - Norwalk - Danbury	14,839,344	38
Indianapolis	14,447,461	39
Middlesex - Somerset - Hunterdon	14,317,913	40
New Orleans	14,250,176	41
Norfolk - Virginia Beach - Newport News	14,159,756	42
Portland, Ore.	13,932,168	43
Monmouth - Ocean	13,875,891	44
Rochester, N.Y.	12,983,066	45
San Antonio	12,546,804	46
Oklahoma City	11,736,769	47
Charlotte - Gastonia - Rock Hill	11,727,909	48
Dayton - Springfield	11,157,848	49
Buffalo	11,142,465	50
Total Top 50	**1,424,363,986**	
New Haven - Waterbury - Meriden	11,002,198	51
West Palm Beach - Boca Raton - Delray Beach	10,851,533	52
Louisville	10,789,342	53
Nashville	10,564,098	54
Providence - Pawtucket - Woonsocket	10,563,394	55
Albany - Schenectady - Troy	10,529,873	56
Greensboro - Winston-Salem - High Point	10,205,304	57
Honolulu	10,194,917	58
Salt Lake City - Ogden	10,035,151	59
Orlando	9,981,357	60
Richmond - Petersburg	9,784,898	61
Memphis	9,455,274	62
Birmingham	9,316,427	63
Jacksonville, Fla.	9,111,850	64
Austin	8,713,829	65
Tulsa	8,568,828	66
Worcester - Fitchburg - Leominster	8,313,188	67
Oxnard - Ventura	8,157,543	68
Omaha	8,129,004	69
Syracuse	8,023,609	70
Allentown - Bethlehem	7,973,483	71
Grand Rapids	7,788,549	72
Raleigh - Durham	7,749,780	73
Akron	7,398,194	74
Scranton - Wilkes-Barre	7,326,080	75
Toledo	7,242,616	76
Lake County, Ill.	7,232,102	77
Wilmington, Del.	7,074,002	78
Harrisburg - Lebanon - Carlisle	6,991,737	79
Springfield, Mass.	6,637,123	80
Fresno	6,632,413	81
Gary - Hammond	6,627,958	82
Tucson	6,595,885	83
Las Vegas	6,590,562	84
Wichita	6,289,776	85
Jersey City	6,149,669	86
Knoxville	6,097,300	87
Baton Rouge	5,902,844	88
Greenville - Spartanburg	5,850,765	89
Youngstown - Warren	5,812,759	90
Little Rock - North Little Rock	5,595,916	91
Bakersfield	5,465,373	92
New Bedford - Fall River - Attleboro	5,321,074	93
Tacoma	5,205,197	94
Lansing - East Lansing	5,191,086	95
Albuquerque	5,059,465	96
Des Moines	4,964,824	97
Davenport - Rock Island - Moline	4,956,299	98
Columbia, S.C.	4,920,637	99
Peoria	4,913,425	100
Total Top 100	**1,804,202,278**	
Vallejo - Fairfield - Napa	4,806,271	101
Flint	4,802,031	102
Santa Rosa - Petaluma	4,749,039	103
Mobile	4,691,504	104
Santa Barbara - Santa Maria - Lompoc	4,620,091	105
Beaumont - Port Arthur	4,615,967	106
Joliet	4,598,076	107
El Paso	4,562,671	108
Stockton	4,524,739	109
Aurora - Elgin	4,516,473	110
Saginaw - Bay City - Midland	4,498,194	111
York	4,497,236	112
Trenton	4,477,588	113
Charleston, S.C.	4,468,168	114
Canton	4,379,865	115
Lancaster	4,324,798	116
Madison	4,282,823	117
Johnson City - Kingsport - Bristol	4,260,849	118
Chattanooga	4,228,099	119
Manchester - Nashua	4,190,087	120
Portsmouth - Dover - Rochester	4,092,179	121
Jackson, Miss.	4,004,809	122
Fort Wayne	3,989,568	123
Colorado Springs	3,982,489	124
Salinas - Seaside - Monterey	3,958,553	125
Shreveport	3,897,256	126
Melbourne - Titusville - Palm Bay	3,849,764	127
Augusta	3,849,224	128
Anchorage	3,792,676	129
Lexington-Fayette	3,744,100	130
Reading	3,742,480	131
Corpus Christi	3,655,862	132
Ann Arbor	3,594,480	133
Atlantic City	3,539,276	134
Lakeland - Winter Haven	3,532,084	135
Pensacola	3,528,366	136
New London - Norwich	3,516,288	137
Spokane	3,514,223	138
Daytona Beach	3,500,364	139
Appleton - Oshkosh - Neenah	3,453,489	140
Rockford	3,433,660	141
Utica - Rome	3,366,294	142
Poughkeepsie	3,355,281	143
Evansville	3,292,060	144
Sarasota	3,222,036	145
Fort Myers - Cape Coral	3,215,893	146
Lorain - Elyria	3,200,023	147
Modesto	3,193,520	148
Binghamton	3,172,765	149
Orange County, N.Y.	3,156,054	150
Total Top 150	**2,001,441,983**	
Erie	3,109,661	151
Huntington - Ashland	3,032,076	152
Macon - Warner Robins	3,028,415	153
Hamilton - Middletown	3,003,333	154
Charleston, W.Va.	2,986,523	155
Montgomery	2,943,622	156
Reno	2,936,766	157
Santa Cruz	2,929,492	158
Lincoln	2,895,531	159
Boulder - Longmont	2,838,830	160
Kalamazoo	2,778,161	161
Duluth	2,772,772	162
Galveston - Texas City	2,679,724	163
Eugene - Springfield	2,677,232	164
Portland, Me.	2,658,783	165
South Bend - Mishawaka	2,656,676	166
Brazoria	2,607,219	167
Huntsville	2,560,999	168
Roanoke	2,519,632	169
Niagara Falls	2,480,297	170
Savannah	2,471,925	171
Fayetteville, N.C.	2,428,655	172
Springfield, Mo.	2,410,630	173
Lafayette, La.	2,381,451	174
Springfield, Ill.	2,380,836	175
Amarillo	2,351,983	176
Salem, Ore.	2,346,257	177
Vancouver	2,340,583	178
Beaver County, Pa.	2,335,053	179
Lubbock	2,306,797	180
Killeen - Temple	2,301,818	181
Johnstown	2,295,880	182
Visalia - Tulare - Porterville	2,280,033	183
Boise	2,275,529	184
Topeka	2,259,480	185
Hickory	2,244,990	186
Columbus, Ga.	2,209,192	187
Tallahassee	2,195,954	188
Cedar Rapids	2,175,220	189
McAllen - Edinburg - Mission	2,156,484	190
Fort Pierce	2,090,458	191
Green Bay	2,075,950	192
Bradenton	2,064,030	193
Racine	2,046,957	194
Fort Collins - Loveland	2,007,809	195
Gainesville	1,968,202	196
Houma - Thibodaux	1,936,504	197
Longview - Marshall	1,914,517	198
Champaign - Urbana - Rantoul	1,908,985	199
Bremerton	1,907,965	200
Total Top 200	**2,123,807,854**	
Waco	1,907,771	201
Waterloo - Cedar Falls	1,883,726	202
Biloxi - Gulfport	1,838,196	203
Tyler	1,830,375	204
Richland - Kennewick - Pasco	1,827,169	205
Wheeling	1,820,652	206
Benton Harbor	1,814,373	207
Lake Charles	1,807,759	208
Fargo - Moorhead	1,793,397	209
Pittsfield	1,749,044	210
Jackson, Mich.	1,747,261	211
Odessa	1,735,538	212
Fort Smith	1,732,278	213
Midland, Tex.	1,716,154	214
Asheville	1,711,710	215
Provo - Orem	1,709,339	216
Chico	1,707,361	217
Decatur	1,699,274	218
Brownsville - Harlingen	1,677,039	219
Muskegon	1,669,082	220
St. Cloud	1,667,541	221
Janesville - Beloit	1,665,256	222
Yakima	1,654,879	223
Olympia	1,640,675	224
Sioux Falls	1,630,842	225
Lima	1,618,633	226
Bloomington - Normal	1,617,607	227
Battle Creek	1,599,929	228
Kenosha	1,599,091	229
Elkhart - Goshen	1,580,775	230
Parkersburg - Marietta	1,575,994	231
Merced	1,537,181	232
Steubenville - Weirton	1,536,642	233
Lynchburg	1,532,729	234
Naples	1,479,335	235
Anderson, Ind.	1,479,035	236
Ocala	1,476,713	237
Burlington, Vt.	1,474,545	238
Charlottesville	1,455,795	239
Mansfield	1,428,850	240
Fort Walton Beach	1,428,138	241
Clarksville - Hopkinsville	1,404,366	242
Vineland - Millville - Bridgeton	1,402,377	243
Eau Claire	1,384,086	244
Anderson, S.C.	1,371,360	245
Terre Haute	1,370,162	246
Wichita Falls	1,368,871	247
Billings	1,365,111	248
Santa Fe	1,345,988	249
Bangor	1,345,642	250
Total Top 250	**2,204,223,530**	
Lafayette - West Lafayette	1,345,272	251
Greeley	1,344,039	252
Athens	1,332,798	253
Columbia, Mo.	1,330,050	254
Muncie	1,308,588	255
Sharon	1,298,181	256
Alexandria, La.	1,296,018	257
Monroe	1,292,668	258
Joplin	1,287,735	259
Tuscaloosa	1,283,819	260
Abilene	1,275,362	261
Medford	1,274,776	262
Bryan - College Station	1,270,827	263
Altoona	1,270,448	264
Redding	1,268,345	265
Pascagoula	1,267,945	266
Kokomo	1,267,793	267
Florence, Ala.	1,264,994	268
Rochester, Minn.	1,264,113	269
Sioux City	1,241,217	270
Pueblo	1,208,555	271
Wausau	1,186,214	272
Sheboygan	1,182,123	273
Glens Falls	1,179,721	274
Bellingham	1,175,065	275
Williamsport	1,173,715	276
Lawton	1,170,923	277
Hagerstown	1,156,175	278
Dothan	1,151,420	279
Wilmington, N.C.	1,128,108	280
Sherman - Denison	1,120,259	281
Texarkana	1,120,252	282
Albany, Ga.	1,130,857	283
San Angelo	1,095,732	284
Bismarck	1,094,949	285
Danville, Va.	1,092,524	286
State College	1,090,378	287
Kankakee	1,086,308	288
Anniston	1,085,193	289
La Crosse	1,079,773	290
Iowa City	1,079,050	291
Yuba City	1,064,809	292
Burlington, N.C.	1,044,196	293
Bloomington, Ind.	1,019,427	294
Fayetteville - Springdale	1,007,529	295
Grand Forks	995,110	296
Cumberland	988,106	297
Florence, S.C.	985,445	298
Casper	982,703	299
Lewiston - Auburn	966,877	300
Elmira	963,738	301
Panama City	939,590	302
Las Cruces	937,476	303
Jacksonville, N.C.	935,846	304
St. Joseph	934,168	305
Dubuque	931,084	306
Rapid City	919,500	307
Owensboro	880,846	308
Gadsden	879,399	309
Victoria	852,222	310
Great Falls	840,338	311
Cheyenne	832,825	312
Lawrence, Kans.	817,446	313
Enid	775,387	314
Jackson, Tenn.	752,530	315
Pine Bluff	751,574	316
Laredo	709,915	317
Total Above Areas	**2,277,493,080**	
Percent of U.S.	**81.3316**	
U.S. Total	**2,800,258,580**	

S&MM METRO MARKET RANKING

HOUSEHOLDS WITH EBI OF $50,000 AND OVER

Area	(Thous.)	Rank
Los Angeles - Long Beach	536.8	1
New York	509.7	2
Chicago	431.2	3
Washington	394.3	4
Boston - Lawrence - Salem - Lowell - Brockton	304.4	5
Nassau - Suffolk	287.5	6
Philadelphia	277.0	7
Detroit	257.9	8
Houston	226.8	9
Anaheim - Santa Ana	198.7	10
Dallas	175.2	11
Newark	173.4	12
Oakland	172.6	13
Atlanta	171.6	14
Minneapolis - St. Paul	162.6	15
San Francisco	160.3	16
San Jose	148.0	17
San Diego	144.8	18
St. Louis	139.0	19
Seattle	135.2	20
Baltimore	132.6	21
Bergen - Passaic	131.2	22
Denver	120.7	23
Miami - Hialeah	102.3	24
Bridgeport - Stamford - Norwalk - Danbury	102.0	25
Cleveland	99.9	26
Kansas City	96.9	27
Riverside - San Bernardino	95.9	28
Phoenix	94.2	29
Pittsburgh	92.7	30
Tampa - St. Petersburg - Clearwater	91.9	31
Hartford - New Britain - Middletown - Bristol	90.0	32
Middlesex - Somerset - Hunterdon	89.7	33
Fort Lauderdale - Hollywood - Pompano Beach	85.0	34
Monmouth - Ocean	78.3	35
Fort Worth - Arlington	76.2	36
Sacramento	73.7	37
Milwaukee	71.5	38
Cincinnati	69.5	39
New Haven - Waterbury - Meriden	64.0	40
Indianapolis	62.2	41
Norfolk - Virginia Beach - Newport News	61.1	42
Rochester, N.Y.	61.1	42
New Orleans	60.6	44
West Palm Beach - Boca Raton - Delray Beach	58.7	45
Portland, Ore.	58.1	46
Honolulu	57.7	47
Columbus, Ohio	57.4	48
San Antonio	53.7	49
Oxnard - Ventura	50.6	50
Total Top 50	7,444.4	
Oklahoma City	48.3	51
Richmond - Petersburg	47.8	52
Nashville	46.7	53
Orlando	46.4	54
Providence - Pawtucket - Woonsocket	45.9	55
Dayton - Springfield	45.1	56
Austin	44.4	57
Albany - Schenectady - Troy	43.5	58
Lake County, Ill.	42.5	59
Charlotte - Gastonia - Rock Hill	41.8	60
Jacksonville, Fla.	41.6	61
Buffalo	40.3	62
Louisville	40.1	63
Memphis	38.5	64
Omaha	37.9	65
Worcester - Fitchburg - Leominster	37.6	66
Salt Lake City - Ogden	37.5	67
Greensboro - Winston-Salem - High Point	37.4	68
Wilmington, Del.	36.3	69
Raleigh - Durham	34.6	70
Syracuse	34.4	71
Grand Rapids	34.0	72
Tulsa	33.1	73
Birmingham	32.8	74
Wichita	32.1	75
Allentown - Bethlehem	31.2	76
Fresno	29.3	77
Toledo	29.2	78
Las Vegas	28.8	79
Akron	27.8	80
Anchorage	26.8	81
Baton Rouge	26.4	82
Harrisburg - Lebanon - Carlisle	26.2	83
Trenton	25.7	84
Jersey City	24.9	85
Manchester - Nashua	24.7	86
Santa Rosa - Petaluma	24.7	86
Bakersfield	24.6	88
Springfield, Mass.	24.6	88
Santa Barbara - Santa Maria - Lompoc	24.4	90
Gary - Hammond	23.4	91
Peoria	23.3	92
Vallejo - Fairfield - Napa	23.3	92
Lansing - East Lansing	23.1	94
Youngstown - Warren	22.7	95
Tucson	22.6	96
Beaumont - Port Arthur	22.3	97
Portsmouth - Dover - Rochester	22.2	98
Knoxville	21.9	99
Little Rock - North Little Rock	21.6	100
Total Top 100	9,070.7	
Joliet	20.6	101
Aurora - Elgin	20.5	102
Davenport - Rock Island - Moline	20.3	103
Albuquerque	19.6	104
New London - Norwich	19.4	105
Columbia, S.C.	18.8	106
Des Moines	18.7	107
Scranton - Wilkes-Barre	18.6	108
New Bedford - Fall River - Attleboro	18.5	109
Stockton	18.2	110
Ann Arbor	18.0	111
Salinas - Seaside - Monterey	18.0	111
Mobile	17.4	113
Poughkeepsie	17.3	114
El Paso	17.2	115
Flint	17.2	115
Saginaw - Bay City - Midland	17.0	117
Madison	16.5	118
Greenville - Spartanburg	16.1	119
Jackson, Miss.	16.1	119
Colorado Springs	15.8	121
Pensacola	15.7	122
Santa Cruz	15.7	122
Tacoma	15.7	122
Shreveport	15.5	125
Corpus Christi	15.2	126
Lancaster	14.8	127
Melbourne - Titusville - Palm Bay	14.8	127
Augusta	14.7	129
Brazoria	14.6	130
Macon - Warner Robins	14.6	130
Reno	14.5	132
Lexington-Fayette	14.4	133
Boulder - Longmont	14.3	134
Fort Wayne	14.3	134
Canton	14.0	136
York	13.9	137
Atlantic City	13.7	138
Daytona Beach	13.7	138
Chattanooga	13.6	140
Galveston - Texas City	13.6	140
Sarasota	13.6	140
Lincoln	13.5	143
Lorain - Elyria	13.5	143
Johnson City - Kingsport - Bristol	13.3	145
Huntsville	13.1	146
Kalamazoo	12.9	147
Fort Myers - Cape Coral	12.8	148
Binghamton	12.7	149
Orange County, N.Y.	12.7	149
Total Top 150	9,809.9	
Rockford	12.7	149
Charleston, S.C.	12.6	152
Evansville	12.4	153
Reading	12.4	153
Modesto	11.9	155
Hamilton - Middletown	11.5	156
Lakeland - Winter Haven	11.4	157
Appleton - Oshkosh - Neenah	11.3	158
Savannah	11.3	158
Lafayette, La.	10.9	160
Montgomery	10.9	160
Topeka	10.7	162
Utica - Rome	10.5	163
Erie	10.4	164
Richland - Kennewick - Pasco	10.3	165
Charleston, W.Va.	10.2	166
Spokane	10.0	167
Amarillo	9.9	168
Tallahassee	9.9	168
Midland, Tex.	9.8	170
Portland, Me.	9.8	170
South Bend - Mishawaka	9.4	172
Roanoke	9.3	173
Tyler	9.0	174
Vancouver	9.0	174
Beaver County, Pa.	8.8	176
Boise	8.8	176
Gainesville	8.5	178
Longview - Marshall	8.4	179
Lubbock	8.4	179
Springfield, Mo.	8.4	179
Fort Collins - Loveland	8.3	182
Niagara Falls	8.3	182
Springfield, Ill.	8.2	184
Bradenton	8.1	185
Odessa	8.1	185
Kenosha	8.0	187
Jackson, Mich.	7.9	188
Houma - Thibodaux	7.7	189
Duluth	7.6	190
Eugene - Springfield	7.6	190
Huntington - Ashland	7.5	192
Bremerton	7.4	193
Fort Pierce	7.4	193
Killeen - Temple	7.4	193
Racine	7.4	193
Santa Fe	7.4	193
Bloomington - Normal	7.3	198
Decatur	7.2	199
Waco	7.2	199
Total Top 200	10,334.7	
Cedar Rapids	7.1	201
Pittsfield	7.0	202
Fargo - Moorhead	6.9	203
Lake Charles	6.9	203
Champaign - Urbana - Rantoul	6.8	205
Naples	6.8	205
Columbus, Ga.	6.7	207
Olympia	6.7	207
Benton Harbor	6.6	209
McAllen - Edinburg - Mission	6.6	209
Waterloo - Cedar Falls	6.6	209
Burlington, Vt.	6.5	212
Green Bay	6.5	212
Kokomo	6.5	212
Battle Creek	6.4	215
Lynchburg	6.4	215
Charlottesville	6.3	217
Bryan - College Station	6.2	218
Visalia - Tulare - Porterville	6.2	218
Columbia, Mo.	6.1	220
Fort Walton Beach	6.1	220
Janesville - Beloit	6.1	220
Sioux Falls	6.1	220
Hickory	6.0	224
Fayetteville, N.C.	5.9	225
Muskegon	5.9	225
Anderson, Ind.	5.8	227
Rochester, Minn.	5.7	228
Salem, Ore.	5.6	229
Biloxi - Gulfport	5.5	230
Brownsville - Harlingen	5.5	230
Grand Forks	5.4	232
Merced	5.4	232
Chico	5.3	234
Elkhart - Goshen	5.3	234
Fort Smith	5.2	236
St. Cloud	5.1	237
Lima	5.0	238
Wichita Falls	5.0	238
Lafayette - West Lafayette	4.9	240
Vineland - Millville - Bridgeton	4.9	240
Yakima	4.8	242
Asheville	4.7	243
Athens	4.7	243
Bismarck	4.7	243
Johnstown	4.7	243
Sherman - Denison	4.7	243
San Angelo	4.6	248
Wheeling	4.6	248
Abilene	4.5	250
Total Top 250	10,614.2	
Casper	4.5	250
Muncie	4.5	250
Alexandria, La.	4.4	253
Billings	4.4	253
Iowa City	4.4	253
Mansfield	4.4	253
Pascagoula	4.4	253
Greeley	4.3	258
Monroe	4.3	258
Ocala	4.3	258
Terre Haute	4.3	258
Parkersburg - Marietta	4.2	262
Provo - Orem	4.2	262
Pueblo	4.1	264
Albany, Ga.	4.0	265
Bellingham	4.0	265
Hagerstown	4.0	265
Bangor	3.9	268
Eau Claire	3.9	268
Lawton	3.9	268
Redding	3.9	268
Joplin	3.8	272
Sheboygan	3.8	272
Steubenville - Weirton	3.8	272
Tuscaloosa	3.8	272
Glens Falls	3.7	276
Clarksville - Hopkinsville	3.6	277
La Crosse	3.6	277
Victoria	3.6	277
Bloomington, Ind.	3.5	280
Danville, Va.	3.5	280
Kankakee	3.5	280
Rapid City	3.5	280
Sharon	3.5	280
Sioux City	3.5	280
Texarkana	3.5	280
Anderson, S.C.	3.4	287
Lawrence, Kans.	3.4	287
St. Joseph	3.4	287
State College	3.4	287
Cheyenne	3.3	291
Wausau	3.3	291
Wilmington, N.C.	3.3	291
Yuba City	3.3	291
Florence, Ala.	3.2	295
Las Cruces	3.1	296
Medford	3.1	296
Burlington, N.C.	3.0	298
Dothan	3.0	298
Fayetteville - Springdale	3.0	298
Williamsport	3.0	298
Enid	2.9	302
Cumberland	2.8	303
Altoona	2.7	304
Elmira	2.7	304
Owensboro	2.7	304
Dubuque	2.6	307
Florence, S.C.	2.6	307
Jackson, Tenn.	2.6	307
Lewiston - Auburn	2.6	307
Panama City	2.5	311
Pine Bluff	2.5	311
Anniston	2.4	313
Great Falls	2.3	314
Laredo	2.2	315
Gadsden	1.9	316
Jacksonville, N.C.	1.1	317
Total Above Areas	10,844.0	
Percent of U.S.	87.6219	
U.S. Total	12,375.9	

SUBURBAN EBI

Area	($000)	Rank
Los Angeles - Long Beach	52,942,851	1
Chicago	46,999,443	2
Washington	43,354,921	3
Nassau - Suffolk	42,362,957	4
Detroit	41,742,338	5
Philadelphia	41,297,098	6
Boston - Lawrence - Salem - Lowell - Brockton	37,924,397	7
Anaheim - Santa Ana	25,959,175	8
Atlanta	25,816,390	9
Newark	24,107,894	10
St. Louis	23,257,709	11
Minneapolis - St. Paul	21,787,834	12
Oakland	21,541,964	13
Pittsburgh	20,760,415	14
New York	19,746,778	15
Baltimore	19,674,771	16
Bergen - Passaic	19,486,871	17
Houston	19,461,804	18
Cleveland	18,020,215	19
Riverside - San Bernardino	17,569,593	20
Seattle	16,361,831	21
Denver	16,200,060	22
Dallas	15,743,556	23
San Francisco	15,066,461	24
Tampa - St. Petersburg - Clearwater	14,665,466	25
San Diego	14,239,867	26
Miami - Hialeah	13,898,722	27
Monmouth - Ocean	13,875,891	28
Middlesex - Somerset - Hunterdon	13,458,166	29
Cincinnati	12,620,986	30
Hartford - New Britain - Middletown - Bristol	11,917,977	31
Kansas City	11,393,387	32
Fort Lauderdale - Hollywood - Pompano Beach	10,974,267	33
Sacramento	10,814,248	34
San Jose	10,568,644	35
Rochester, N.Y.	10,279,153	36
Milwaukee	10,183,149	37
Portland, Ore.	9,372,847	38
Bridgeport - Stamford - Norwalk - Danbury	9,002,440	39
Dayton - Springfield	8,649,937	40
New Orleans	8,409,426	41
Orlando	8,323,874	42
West Palm Beach - Boca Raton - Delray Beach	8,128,477	43
Albany - Schenectady - Troy	8,024,567	44
Columbus, Ohio	7,942,216	45
Buffalo	7,838,277	46
Providence - Pawtucket - Woonsocket	7,634,377	47
Salt Lake City - Ogden	7,586,202	48
Louisville	7,464,464	49
Richmond - Petersburg	6,980,777	50
Total Top 50	911,439,130	
Fort Worth - Arlington	6,743,995	51
New Haven - Waterbury - Meriden	6,741,957	52
Birmingham	6,335,542	53
Wilmington, Del.	6,346,892	54
Charlotte - Gastonia - Rock Hill	6,320,380	55
Syracuse	6,225,001	56
Lake County, Ill.	5,948,597	57
Harrisburg - Lebanon - Carlisle	5,931,292	58
Scranton - Wilkes-Barre	5,787,720	59
Phoenix	5,764,691	60
Indianapolis	5,706,690	61
Greensboro - Winston-Salem - High Point	5,665,778	62
Allentown - Bethlehem	5,653,069	63
Oxnard - Ventura	5,536,888	64
Worcester - Fitchburg - Leominster	5,530,092	65
Grand Rapids	5,347,714	66
Oklahoma City	4,978,986	67
Greenville - Spartanburg	4,854,441	68
Honolulu	4,784,888	69
Nashville	4,556,298	70
Akron	4,530,786	71
Las Vegas	4,403,470	72
San Antonio	4,249,100	73
Youngstown - Warren	4,235,844	74
Gary - Hammond	4,222,860	75
York	4,066,486	76
Knoxville	3,929,417	77
Columbia, S.C.	3,910,567	78
Springfield, Mass.	3,899,674	79
Raleigh - Durham	3,814,933	80
Lancaster	3,794,315	81
Charleston, S.C.	3,789,511	82
Tulsa	3,745,039	83
Joliet	3,689,134	84
Tacoma	3,666,824	85
Bakersfield	3,594,281	86
Jersey City	3,564,886	87
Trenton	3,561,530	88
Fresno	3,453,208	89
Augusta	3,440,796	90
Austin	3,328,352	91
Flint	3,311,481	92
Baton Rouge	3,191,114	93
Atlantic City	3,185,403	94
Canton	3,184,202	95
Portsmouth - Dover - Rochester	3,182,204	96
Toledo	3,167,075	97
Orange County, N.Y.	3,156,054	98
New Bedford - Fall River - Attleboro	3,109,491	99
Lansing - East Lansing	3,094,695	100
Total Top 100	1,135,872,778	
Johnson City - Kingsport - Bristol	3,016,301	101
Poughkeepsie	2,982,685	102
Reading	2,971,374	103
Tucson	2,939,225	104
Daytona Beach	2,912,245	105
Saginaw - Bay City - Midland	2,853,781	106
Santa Rosa - Petaluma	2,826,243	107
Omaha	2,814,693	108
Peoria	2,809,922	109
Pensacola	2,780,973	110
Norfolk - Virginia Beach - Newport News	2,672,740	111
New London - Norwich	2,648,384	112
Memphis	2,646,230	113
Lakeland - Winter Haven	2,609,736	114
Brazoria	2,607,219	115
Chattanooga	2,606,184	116
Sarasota	2,564,917	117
Binghamton	2,561,195	118
Aurora - Elgin	2,520,837	119
Jacksonville, Fla.	2,505,168	120
Des Moines	2,504,898	121
Melbourne - Titusville - Palm Bay	2,481,580	122
Santa Barbara - Santa Maria - Lompoc	2,478,994	123
Beaumont - Port Arthur	2,470,349	124
Mobile	2,470,111	125
Davenport - Rock Island - Moline	2,444,092	126
Santa Cruz	2,349,276	127
Beaver County, Pa.	2,335,053	128
Little Rock - North Little Rock	2,318,526	129
Utica - Rome	2,220,195	130
Charleston, W.Va.	2,214,690	131
Vallejo - Fairfield - Napa	2,205,562	132
Fort Myers - Cape Coral	2,188,905	133
Huntington - Ashland	2,186,451	134
Salinas - Seaside - Monterey	2,182,918	135
Ann Arbor	2,167,690	136
Fort Wayne	2,146,494	137
Madison	2,085,093	138
Stockton	2,062,806	139
Johnstown	2,024,294	140
Wichita	2,002,416	141
Portland, Me.	1,947,387	142
Hickory	1,937,368	143
Kalamazoo	1,887,308	144
Erie	1,881,881	145
Hamilton - Middletown	1,862,344	146
Appleton - Oshkosh - Neenah	1,841,971	147
Vancouver	1,838,381	148
Manchester - Nashua	1,834,974	149
Fort Pierce	1,789,005	150
Total Top 150	1,255,083,837	
Spokane	1,785,235	151
Evansville	1,783,525	152
Niagara Falls	1,775,075	153
Rockford	1,741,949	154
Benton Harbor	1,721,341	155
Jackson, Miss.	1,717,901	156
Lorain - Elyria	1,717,171	157
Fayetteville, N.C.	1,709,944	158
Bradenton	1,652,737	159
Bremerton	1,514,571	160
Duluth	1,512,131	161
Salem, Ore.	1,478,956	162
Reno	1,448,537	163
Roanoke	1,432,898	164
Galveston - Texas City	1,432,257	165
Chico	1,420,936	166
Wheeling	1,401,279	167
Houma - Thibodaux	1,399,927	168
Modesto	1,386,099	169
Jackson, Mich.	1,315,643	170
Killeen - Temple	1,300,823	171
Muskegon	1,288,240	172
Visalia - Tulare - Porterville	1,284,007	173
Lafayette, La.	1,283,221	174
Macon - Warner Robins	1,267,314	175
Olympia	1,265,987	176
St. Cloud	1,240,530	177
Lexington-Fayette	1,214,691	178
Boulder - Longmont	1,211,415	179
Eugene - Springfield	1,202,263	180
Lima	1,168,866	181
Fort Walton Beach	1,162,745	182
Yakima	1,161,262	183
Sharon	1,127,011	184
Pittsfield	1,111,567	185
Anderson, S.C.	1,107,177	186
Racine	1,099,679	187
Asheville	1,096,805	188
McAllen - Edinburg - Mission	1,086,275	189
Burlington, Vt.	1,080,277	190
Springfield, Ill.	1,075,593	191
Gainesville	1,073,105	192
Naples	1,058,033	193
Ocala	1,057,745	194
Green Bay	1,057,105	195
Merced	1,056,095	196
South Bend - Mishawaka	1,047,603	197
Charlottesville	1,044,939	198
Lake Charles	1,029,740	199
Steubenville - Weirton	1,026,566	200
Total Top 200	1,320,718,628	
Parkersburg - Marietta	1,023,563	201
Colorado Springs	1,021,831	202
Bangor	1,021,307	203
Battle Creek	1,017,893	204
Glens Falls	1,005,622	205
Savannah	996,920	206
Albuquerque	995,080	207
Biloxi - Gulfport	942,840	208
Montgomery	941,164	209
Shreveport	934,543	210
Athens	934,249	211
Pascagoula	931,870	212
Tallahassee	911,331	213
Boise	909,627	214
Springfield, Mo.	906,180	215
Florence, Ala.	897,847	216
Elkhart - Goshen	879,733	217
Joplin	878,523	218
Mansfield	874,258	219
Tyler	869,499	220
Williamsport	863,225	221
Yuba City	858,220	222
Waco	848,927	223
Medford	847,390	224
Hagerstown	844,986	225
Corpus Christi	843,537	226
Fort Smith	836,598	227
Eau Claire	835,469	228
Monroe	826,608	229
State College	826,503	230
Terre Haute	820,266	231
Anderson, Ind.	815,619	232
Anniston	814,821	233
Wausau	814,235	234
Alexandria, La.	800,533	235
Provo - Orem	798,553	236
Kankakee	782,135	237
Lynchburg	778,919	238
Altoona	768,708	239
Greeley	767,516	240
Fort Collins - Loveland	764,271	241
Longview - Marshall	760,185	242
Redding	750,575	243
Cedar Rapids	747,005	244
Cumberland	742,582	245
Wilmington, N.C.	723,636	246
Kokomo	715,920	247
Jacksonville, N.C.	706,924	248
Bellingham	702,953	249
Champaign - Urbana - Rantoul	681,954	250
Total Top 250	1,363,301,281	
Santa Fe	679,261	251
Florence, S.C.	678,274	252
Elmira	669,625	253
Richland - Kennewick - Pasco	665,821	254
Panama City	663,852	255
Danville, Va.	638,526	256
Burlington, N.C.	630,743	257
Sheboygan	630,428	258
Janesville - Beloit	629,159	259
Brownsville - Harlingen	628,713	260
Kenosha	626,719	261
Tuscaloosa	616,719	262
Dothan	608,425	263
Huntsville	603,675	264
Texarkana	590,494	265
Lafayette - West Lafayette	588,183	266
Clarksville - Hopkinsville	586,072	267
Columbus, Ga.	583,077	268
Topeka	578,956	269
Waterloo - Cedar Falls	578,757	270
Muncie	574,079	271
Fargo - Moorhead	566,444	272
Columbia, Mo.	554,628	273
Bloomington - Normal	540,728	274
La Crosse	536,981	275
Bloomington, Ind.	533,808	276
Billings	529,537	277
Amarillo	517,468	278
Decatur	477,662	279
Gadsden	474,334	280
El Paso	464,626	281
Rochester, Minn.	463,787	282
Sherman - Denison	458,894	283
Iowa City	458,330	284
Las Cruces	445,079	285
Fayetteville - Springdale	398,136	286
Bismarck	380,815	287
Lubbock	372,592	288
Sioux City	368,054	289
Vineland - Millville - Bridgeton	367,478	290
Albany, Ga.	363,706	291
Odessa	357,818	292
Sioux Falls	355,501	293
Lewiston - Auburn	354,442	294
Owensboro	321,459	295
Lincoln	317,988	296
Grand Forks	310,012	297
Casper	305,043	298
Dubuque	292,193	299
Wichita Falls	289,586	300
Rapid City	281,499	301
Lawton	281,489	302
Jackson, Tenn.	240,543	303
Pueblo	236,395	304
Cheyenne	226,077	305
Victoria	224,337	306
Pine Bluff	218,515	307
Great Falls	200,684	308
Lawrence, Kans.	188,406	309
Enid	147,593	310
San Angelo	139,702	311
Midland, Tex.	139,209	312
St. Joseph	135,341	313
Abilene	120,946	314
Bryan - College Station	109,526	315
Laredo	92,186	316
Anchorage	0	317
Total Above Areas	1,291,510,416	
Percent of U.S.	100.0000	
U.S. Total	1,291,510,416	

MEDIAN HOUSEHOLD EBI

Area	($)	Rank
Nassau - Suffolk	38,289	1
Bridgeport - Stamford - Norwalk - Danbury	36,886	2
San Jose	35,702	3
Middlesex - Somerset - Hunterdon	35,302	4
Washington	35,172	5
Anchorage	34,793	6
Lake County, Ill.	34,370	7
Brazoria	33,818	8
Bergen - Passaic	33,231	9
Anaheim - Santa Ana	33,131	10
Oxnard - Ventura	32,716	11
Hartford - New Britain - Middletown - Bristol	31,464	12
Manchester - Nashua	31,088	13
Richland - Kennewick - Pasco	31,042	14
Newark	31,022	15
Joliet	30,919	16
New London - Norwich	30,506	17
Oakland	30,473	18
New Haven - Waterbury - Meriden	30,452	19
Midland, Tex.	30,404	20
Minneapolis - St. Paul	30,184	21
Trenton	30,154	22
Poughkeepsie	30,117	23
San Francisco	30,002	24
Kenosha	30,001	25
Aurora - Elgin	29,991	26
Portsmouth - Dover - Rochester	29,772	27
Boston - Lawrence - Salem - Lowell - Brockton	29,621	28
Honolulu	29,532	29
Monmouth - Ocean	29,528	30
Grand Forks	29,483	31
Seattle	29,232	32
Wichita	28,884	33
Wilmington, Del.	28,754	34
Rochester, Minn.	28,724	35
Casper	28,700	36
Houston	28,695	37
Denver	28,692	38
Lorain - Elyria	28,380	39
Peoria	28,331	40
Chicago	28,217	41
Vallejo - Fairfield - Napa	28,111	42
Dallas	28,110	43
Ann Arbor	27,844	44
Atlanta	27,770	45
Rochester, N.Y.	27,764	46
Kansas City	27,736	47
Fort Worth - Arlington	27,560	48
Topeka	27,502	49
Grand Rapids	27,437	50
Galveston - Texas City	27,413	51
Jackson, Mich.	27,405	52
Lincoln	27,402	53
Santa Rosa - Petaluma	27,397	54
Beaumont - Port Arthur	27,281	55
Detroit	27,260	56
Omaha	27,245	57
Richmond - Petersburg	27,160	58
Davenport - Rock Island - Moline	27,098	59
Lansing - East Lansing	27,094	60
Racine	27,060	61
Beaver County, Pa.	27,057	62
Odessa	26,987	63
Rockford	26,976	64
Janesville - Beloit	26,947	65
Kalamazoo	26,929	66
Kokomo	26,906	67
Baltimore	26,901	68
Santa Barbara - Santa Maria - Lompoc	26,885	69
Milwaukee	26,847	70
Boulder - Longmont	26,822	71
Worcester - Fitchburg - Leominster	26,693	72
Bloomington - Normal	26,691	73
St. Louis	26,667	74
Orange County, N.Y.	26,530	75
Decatur	26,456	76
Santa Fe	26,317	77
Cedar Rapids	26,258	78
Salinas - Seaside - Monterey	26,255	79
San Diego	26,155	80
Sheboygan	26,039	81
Indianapolis	25,936	82
Bismarck	25,929	83
Syracuse	25,895	84
Gary - Hammond	25,853	85
Philadelphia	25,827	86
Reno	25,751	87
Santa Cruz	25,724	88
Appleton - Oshkosh - Neenah	25,654	89
West Palm Beach - Boca Raton - Delray Beach	25,640	90
Victoria	25,636	91
Sioux Falls	25,517	92
Waterloo - Cedar Falls	25,497	93
Hamilton - Middletown	25,422	94
Allentown - Bethlehem	25,338	95
Des Moines	25,288	96
Vancouver	25,276	97
Cleveland	25,249	98
Los Angeles - Long Beach	25,229	99
Houma - Thibodaux	25,213	100
Saginaw - Bay City - Midland	25,156	101
Tyler	25,148	102
Green Bay	25,113	103
Madison	25,071	104
Fort Wayne	25,059	105
Bremerton	25,053	106
Flint	25,026	107
Fort Lauderdale - Hollywood - Pompano Beach	25,015	108
Harrisburg - Lebanon - Carlisle	24,935	109
Burlington, Vt.	24,908	110
Cincinnati	24,894	111
Fargo - Moorhead	24,883	112
Albany - Schenectady - Troy	24,872	113
Sacramento	24,851	114
Anderson, Ind.	24,815	115
Norfolk - Virginia Beach - Newport News	24,796	116
Portland, Ore.	24,760	117
Dayton - Springfield	24,752	118
Salt Lake City - Ogden	24,717	119
Niagara Falls	24,665	120
Raleigh - Durham	24,658	121
Providence - Pawtucket - Woonsocket	24,614	122
Battle Creek	24,562	123
Baton Rouge	24,546	124
Toledo	24,538	125
Pascagoula	24,508	126
Lancaster	24,488	127
Huntsville	24,485	128
Youngstown - Warren	24,472	129
Lake Charles	24,446	130
Austin	24,365	131
York	24,355	132
Macon - Warner Robins	24,300	133
Akron	24,295	134
Lynchburg	24,238	135
Phoenix	24,214	136
Lafayette, La.	24,196	137
Nashville	24,187	138
Canton	24,169	139
Binghamton	24,154	140
Riverside - San Bernardino	24,138	141
Longview - Marshall	24,096	142
Columbia, Mo.	24,037	143
Las Vegas	24,007	144
Bakersfield	24,006	145
Olympia	24,005	146
Boise	23,983	147
Pittsfield	23,899	148
Evansville	23,875	149
Buffalo	23,815	150
Columbus, Ohio	23,788	151
Reading	23,787	152
South Bend - Mishawaka	23,735	153
Erie	23,691	154
Oklahoma City	23,660	155
Elkhart - Goshen	23,643	156
Amarillo	23,626	157
Charlotte - Gastonia - Rock Hill	23,623	158
Mansfield	23,544	159
Springfield, Mass.	23,535	160
Orlando	23,519	161
Charlottesville	23,485	162
Columbia, S.C.	23,483	163
La Crosse	23,478	164
Muskegon	23,462	165
Fort Collins - Loveland	23,419	166
Dubuque	23,389	167
Wausau	23,309	168
Louisville	23,280	169
Springfield, Ill.	23,245	170
Corpus Christi	23,195	171
Colorado Springs	23,147	172
Pittsburgh	23,136	173
Hagerstown	23,124	174
Portland, Me.	23,098	175
St. Cloud	23,090	176
Tulsa	23,063	177
Enid	22,967	178
Fresno	22,953	179
Sherman - Denison	22,939	180
Lima	22,917	181
Roanoke	22,903	182
Benton Harbor	22,871	183
New Bedford - Fall River - Attleboro	22,852	184
Cheyenne	22,815	185
Duluth	22,815	185
Kankakee	22,780	187
Muncie	22,757	188
Jacksonville, Fla.	22,699	189
Pensacola	22,644	190
Greensboro - Winston-Salem - High Point	22,640	191
Lafayette - West Lafayette	22,602	192
Little Rock - North Little Rock	22,587	193
San Antonio	22,587	193
Stockton	22,587	193
Charleston, W.Va.	22,571	196
Fort Walton Beach	22,475	197
Iowa City	22,263	198
Billings	22,260	199
Glens Falls	22,251	200
Melbourne - Titusville - Palm Bay	22,239	201
Miami - Hialeah	22,152	202
Sharon	22,120	203
Albany, Ga.	22,111	204
Savannah	22,095	205
Vineland - Millville - Bridgeton	22,092	206
Rapid City	22,058	207
Utica - Rome	21,990	208
Steubenville - Weirton	21,983	209
Hickory	21,971	210
San Angelo	21,953	211
Modesto	21,917	212
Augusta	21,871	213
Lexington-Fayette	21,849	214
New Orleans	21,845	215
New York	21,815	216
St. Joseph	21,679	217
Lawrence, Kans.	21,573	218
Champaign - Urbana - Rantoul	21,541	219
Shreveport	21,538	220
Burlington, N.C.	21,459	221
Wichita Falls	21,449	222
Albuquerque	21,423	223
Lawton	21,349	224
Sarasota	21,267	225
Fort Myers - Cape Coral	21,255	226
Greeley	21,170	227
Bangor	21,138	228
Parkersburg - Marietta	21,114	229
Eau Claire	21,108	230
Memphis	21,097	231
Danville, Va.	21,072	232
Jersey City	21,060	233
Jackson, Miss.	21,038	234
Lubbock	21,034	235
Atlantic City	21,023	236
Elmira	21,010	237
Springfield, Mo.	20,972	238
Sioux City	20,925	239
Mobile	20,914	240
Abilene	20,894	241
Bryan - College Station	20,889	242
Terre Haute	20,856	243
Montgomery	20,834	244
Tampa - St. Petersburg - Clearwater	20,814	245
Wheeling	20,744	246
Owensboro	20,711	247
Tacoma	20,613	248
Naples	20,601	249
Anderson, S.C.	20,596	250
Bradenton	20,567	251
Great Falls	20,527	252
Williamsport	20,525	253
Bellingham	20,426	254
Chattanooga	20,323	255
Eugene - Springfield	20,220	256
Birmingham	20,201	257
Charleston, S.C.	20,158	258
Tallahassee	20,148	259
Merced	20,082	260
Killeen - Temple	20,066	261
Greenville - Spartanburg	20,019	262
El Paso	19,977	263
Scranton - Wilkes-Barre	19,949	264
State College	19,944	265
Tucson	19,894	266
Waco	19,867	267
Lewiston - Auburn	19,831	268
Pueblo	19,785	269
Jackson, Tenn.	19,767	270
Knoxville	19,760	271
Johnson City - Kingsport - Bristol	19,687	272
Wilmington, N.C.	19,664	273
Fayetteville, N.C.	19,660	274
Lakeland - Winter Haven	19,647	275
Cumberland	19,612	276
Provo - Orem	19,537	277
Spokane	19,532	278
Asheville	19,507	279
Altoona	19,423	280
Fort Pierce	19,412	281
Daytona Beach	19,389	282
Salem, Ore.	19,323	283
Gainesville	19,091	284
Texarkana	19,043	285
Bloomington, Ind.	19,033	286
Fort Smith	19,005	287
Athens	18,967	288
Columbus, Ga.	18,859	289
Joplin	18,764	290
Clarksville - Hopkinsville	18,732	291
Redding	18,731	292
Medford	18,728	293
Florence, Ala.	18,691	294
Yakima	18,578	295
Biloxi - Gulfport	18,453	296
Yuba City	18,450	297
Johnstown	18,426	298
Alexandria, La.	18,334	299
Huntington - Ashland	18,261	300
Dothan	18,256	301
Monroe	18,184	302
Fayetteville - Springdale	18,179	303
Florence, S.C.	18,157	304
Anniston	18,110	305
Tuscaloosa	17,900	306
Chico	17,893	307
Pine Bluff	17,645	308
Visalia - Tulare - Porterville	17,408	309
Brownsville - Harlingen	16,919	310
Panama City	16,725	311
Ocala	16,506	312
Las Cruces	16,482	313
Gadsden	16,249	314
McAllen - Edinburg - Mission	15,667	315
Jacksonville, N.C.	15,578	316
Laredo	15,135	317
Median Above Areas	**25,454**	
U.S. Median	**23,680**	

BUYING POWER INDEX (BPI)

Area	BPI	Rank
Los Angeles - Long Beach	3.6083	1
New York	3.5298	2
Chicago	2.7327	3
Philadelphia	2.0684	4
Detroit	1.8924	5
Boston - Lawrence - Salem - Lowell - Brockton	1.8604	6
Washington	1.8447	7
Houston	1.4943	8
Nassau - Suffolk	1.3985	9
Atlanta	1.1377	10
Dallas	1.1108	11
Minneapolis - St. Paul	1.1019	12
Anaheim - Santa Ana	1.0702	13
St. Louis	1.0627	14
San Diego	.9764	15
Baltimore	.9691	16
Oakland	.9367	17
Newark	.8970	18
San Francisco	.8957	19
Pittsburgh	.8850	20
Cleveland	.8269	21
Seattle	.8259	22
Phoenix	.7974	23
Tampa - St. Petersburg - Clearwater	.7945	24
Denver	.7907	25
Miami - Hialeah	.7867	26
Riverside - San Bernardino	.7712	27
San Jose	.7145	28
Kansas City	.7040	29
Bergen - Passaic	.6939	30
Milwaukee	.5994	31
Cincinnati	.5989	32
Fort Lauderdale - Hollywood - Pompano Beach	.5724	33
Sacramento	.5660	34
Columbus, Ohio	.5500	35
New Orleans	.5362	36
Fort Worth - Arlington	.5326	37
Indianapolis	.5321	38
Hartford - New Britain - Middletown - Bristol	.5267	39
Norfolk - Virginia Beach - Newport News	.5178	40
Portland, Ore.	.5040	41
Bridgeport - Stamford - Norwalk - Danbury	.4748	42
Middlesex - Somerset - Hunterdon	.4711	43
San Antonio	.4692	44
Monmouth - Ocean	.4553	45
Oklahoma City	.4525	46
Charlotte - Gastonia - Rock Hill	.4390	47
Rochester, N.Y.	.4347	48
Louisville	.3931	49
Dayton - Springfield	.3922	50
Total Top 50	**49.1964**	
Buffalo	.3911	51
Nashville	.3865	52
Orlando	.3815	53
Memphis	.3775	54
Salt Lake City - Ogden	.3771	55
Greensboro - Winston-Salem - High Point	.3747	56
Providence - Pawtucket - Woonsocket	.3714	57
West Palm Beach - Boca Raton - Delray Beach	.3713	58
New Haven - Waterbury - Meriden	.3671	59
Albany - Schenectady - Troy	.3669	60
Honolulu	.3588	61
Richmond - Petersburg	.3535	62
Birmingham	.3395	63
Jacksonville, Fla.	.3337	64
Tulsa	.3081	65
Austin	.3079	66
Worcester - Fitchburg - Leominster	.2873	67
Allentown - Bethlehem	.2785	68
Omgha	.2785	68
Grand Rapids	.2773	70
Raleigh - Durham	.2763	71
Toledo	.2760	72
Syracuse	.2744	73
Scranton - Wilkes-Barre	.2718	74
Oxnard - Ventura	.2656	75
Akron	.2650	76
Harrisburg - Lebanon - Carlisle	.2548	77
Las Vegas	.2519	78
Gary - Hammond	.2510	79
Springfield, Mass.	.2486	80
Knoxville	.2480	81
Wilmington, Del.	.2457	82
Tucson	.2415	83
Fresno	.2325	84
Lake County, Ill.	.2304	85
Greenville - Spartanburg	.2290	86
Baton Rouge	.2192	87
Jersey City	.2118	88
New Bedford - Fall River - Attleboro	.2091	89
Youngstown - Warren	.2068	90
Wichita	.2064	91
Little Rock - North Little Rock	.2048	92
Tacoma	.1947	93
Bakersfield	.1946	94
Albuquerque	.1907	95
Lansing - East Lansing	.1838	96
Flint	.1819	97
El Paso	.1797	98
Mobile	.1774	99
Columbia, S.C.	.1765	100
Total Top 100	**62.8845**	
Charleston, S.C.	.1746	101
Des Moines	.1726	102
Santa Barbara - Santa Maria - Lompoc	.1697	103
Saginaw - Bay City - Midland	.1691	104
Davenport - Rock Island - Moline	.1678	105
Beaumont - Port Arthur	.1669	106
Chattanooga	.1660	107
Johnson City - Kingsport - Bristol	.1644	108
Canton	.1607	109
Stockton	.1607	109
Vallejo - Fairfield - Napa	.1600	111
Peoria	.1592	112
Lancaster	.1565	113
Santa Rosa - Petaluma	.1562	114
Madison	.1546	115
Manchester - Nashua	.1539	116
York	.1537	117
Jackson, Miss.	.1502	118
Trenton	.1502	118
Colorado Springs	.1485	120
Portsmouth - Dover - Rochester	.1480	121
Joliet	.1465	122
Fort Wayne	.1462	123
Aurora - Elgin	.1459	124
Shreveport	.1447	125
Corpus Christi	.1438	126
Anchorage	.1432	127
Augusta	.1415	128
Melbourne - Titusville - Palm Bay	.1402	129
Lexington-Fayette	.1397	130
Salinas - Seaside - Monterey	.1385	131
Atlantic City	.1375	132
Reading	.1374	133
Spokane	.1365	134
Lakeland - Winter Haven	.1355	135
Daytona Beach	.1287	136
Pensacola	.1276	137
Ann Arbor	.1252	138
Evansville	.1223	139
Utica - Rome	.1211	140
Appleton - Oshkosh - Neenah	.1195	141
Rockford	.1193	142
Huntington - Ashland	.1191	143
Modesto	.1190	144
Sarasota	.1182	145
New London - Norwich	.1178	146
Fort Myers - Cape Coral	.1173	147
Orange County, N.Y.	.1137	148
Reno	.1136	149
Portland, Me.	.1129	150
Total Top 150	**70.0304**	
Macon - Warner Robins	.1120	151
Poughkeepsie	.1115	152
Charleston, W.Va.	.1104	153
Erie	.1100	154
Binghamton	.1098	155
Montgomery	.1094	156
Lorain - Elyria	.1080	157
Duluth	.1028	158
Hamilton - Middletown	.1021	159
McAllen - Edinburg - Mission	.1019	160
Boulder - Longmont	.1016	161
Eugene - Springfield	.1009	162
South Bend - Mishawaka	.1006	163
Kalamazoo	.0987	164
Visalia - Tulare - Porterville	.0972	165
Santa Cruz	.0960	166
Lafayette, La.	.0950	167
Savannah	.0946	168
Fayetteville, N.C.	.0942	169
Galveston - Texas City	.0940	170
Springfield, Mo.	.0939	171
Roanoke	.0936	172
Lincoln	.0928	173
Lubbock	.0925	174
Salem, Ore.	.0888	175
Huntsville	.0882	176
Amarillo	.0880	177
Columbus, Ga.	.0861	178
Johnstown	.0852	179
Killeen - Temple	.0839	180
Brazoria	.0837	181
Niagara Falls	.0837	181
Hickory	.0835	183
Springfield, Ill.	.0833	184
Tallahassee	.0827	185
Fort Pierce	.0813	186
Brownsville - Harlingen	.0790	187
Boise	.0785	188
Bradenton	.0775	189
Vancouver	.0772	190
Beaver County, Pa.	.0765	191
Gainesville	.0763	192
Longview - Marshall	.0758	193
Topeka	.0757	194
Green Bay	.0751	195
St. Cloud	.0747	196
Cedar Rapids	.0744	197
Houma - Thibodaux	.0740	198
Waco	.0734	199
Odessa	.0723	200
Total Top 200	**74.5227**	
Biloxi - Gulfport	.0719	201
Fort Collins - Loveland	.0719	201
Provo - Orem	.0702	203
Asheville	.0701	204
Champaign - Urbana - Rantoul	.0695	205
Lake Charles	.0695	205
Wheeling	.0691	207
Racine	.0687	208
Fargo - Moorhead	.0666	209
Tyler	.0654	210
Pittsfield	.0652	211
Fort Smith	.0643	212
Waterloo - Cedar Falls	.0643	212
Chico	.0642	214
Midland, Tex.	.0642	214
Yakima	.0638	216
Bremerton	.0632	217
Benton Harbor	.0630	218
Ocala	.0625	219
Elkhart - Goshen	.0622	220
Lima	.0622	220
Richland - Kennewick - Pasco	.0617	222
Parkersburg - Marietta	.0608	223
Jackson, Mich.	.0595	224
Muskegon	.0586	225
Sioux Falls	.0584	226
Terre Haute	.0581	227
Burlington, Vt.	.0579	228
Janesville - Beloit	.0579	228
Lynchburg	.0578	230
Naples	.0577	231
Decatur	.0576	232
Olympia	.0576	232
Merced	.0575	234
Abilene	.0569	235
Bloomington - Normal	.0559	236
Battle Creek	.0558	237
Steubenville - Weirton	.0552	238
Billings	.0550	239
Fort Walton Beach	.0549	240
Bangor	.0548	241
Charlottesville	.0543	242
Wichita Falls	.0543	242
Anderson, Ind.	.0538	244
Clarksville - Hopkinsville	.0538	244
Mansfield	.0538	244
Eau Claire	.0535	247
Athens	.0526	248
Vineland - Millville - Bridgeton	.0523	249
Monroe	.0522	250
Total Top 250	**77.5447**	
Joplin	.0519	251
Kenosha	.0517	252
Anderson, S.C.	.0513	253
Muncie	.0511	254
Medford	.0507	255
Tuscaloosa	.0505	256
Lafayette - West Lafayette	.0504	257
Alexandria, La.	.0502	258
Redding	.0501	259
Altoona	.0499	260
Wilmington, N.C.	.0483	261
Dothan	.0482	262
Greeley	.0481	263
Bryan - College Station	.0480	264
Rochester, Minn.	.0480	264
Florence, Ala.	.0479	266
Santa Fe	.0471	267
Sioux City	.0471	267
Sharon	.0462	269
Kokomo	.0458	270
Pueblo	.0456	271
Texarkana	.0456	271
Pascagoula	.0452	273
Albany, Ga.	.0450	274
Glens Falls	.0450	274
Columbia, Mo.	.0449	276
Hagerstown	.0448	277
Bellingham	.0442	278
Williamsport	.0440	279
Burlington, N.C.	.0435	280
Lawton	.0434	281
Laredo	.0433	282
San Angelo	.0429	283
Panama City	.0427	284
Florence, S.C.	.0426	285
Wausau	.0422	286
State College	.0411	287
Yuba City	.0406	288
Fayetteville - Springdale	.0403	289
Bismarck	.0402	290
Sherman - Denison	.0402	290
Anniston	.0398	292
La Crosse	.0397	293
Sheboygan	.0391	294
Danville, Va.	.0390	295
Jacksonville, N.C.	.0390	295
Bloomington, Ind.	.0384	297
Kankakee	.0384	297
Las Cruces	.0382	299
Lewiston - Auburn	.0381	300
Cumberland	.0378	301
Elmira	.0364	302
St. Joseph	.0364	302
Casper	.0361	304
Rapid City	.0359	305
Owensboro	.0356	306
Iowa City	.0354	307
Dubuque	.0352	308
Victoria	.0341	309
Gadsden	.0337	310
Grand Forks	.0337	310
Jackson, Tenn.	.0327	312
Cheyenne	.0325	313
Great Falls	.0321	314
Pine Bluff	.0300	315
Lawrence, Kans.	.0284	316
Enid	.0283	317
Total Above Areas	**80.3585**	
Percent of U.S.	**80.3585**	
U.S. Total	**100.0000**	

PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Laredo	30,936	1
Anchorage	29,710	2
Midland, Tex.	27,523	3
Odessa	27,090	4
Abilene	25,853	5
St. Cloud	25,137	6
Portland, Me.	25,057	7
Manchester - Nashua	22,775	8
Rochester, Minn.	22,656	9
Bridgeport - Stamford - Norwalk - Danbury	22,543	10
Santa Barbara - Santa Maria - Lompoc	22,300	11
Nassau - Suffolk	22,233	12
Victoria	21,728	13
Reno	21,613	14
Burlington, Vt.	21,576	15
Rapid City	21,411	16
Lafayette, La.	21,239	17
Terre Haute	21,175	18
Bergen - Passaic	21,147	19
San Francisco	20,867	20
Jackson, Tenn.	20,585	21
San Jose	20,581	22
Longview - Marshall	20,548	23
Naples	20,365	24
Portsmouth - Dover - Rochester	20,347	25
Anaheim - Santa Ana	20,335	26
San Angelo	20,287	27
Wilmington, N.C.	20,287	27
Boston - Lawrence - Salem - Lowell - Brockton	20,175	29
Wichita Falls	20,136	30
Burlington, N.C.	19,991	31
Grand Forks	19,905	32
Oklahoma City	19,850	33
Middlesex - Somerset - Hunterdon	19,637	34
Billings	19,601	35
Honolulu	19,569	36
Washington	19,523	37
Casper	19,486	38
Elkhart - Goshen	19,482	39
Lubbock	19,458	40
Brownsville - Harlingen	19,431	41
Miami - Hialeah	19,353	42
Toledo	19,316	43
Atlanta	19,296	44
Minneapolis - St. Paul	19,200	45
Fargo - Moorhead	19,180	46
Atlantic City	19,160	47
Dallas	19,067	48
New Bedford - Fall River - Attleboro	18,939	49
Pittsfield	18,901	50
Cheyenne	18,899	51
Hartford - New Britain - Middletown - Bristol	18,878	52
Sioux Falls	18,876	53
Corpus Christi	18,861	54
Orlando	18,820	55
Kansas City	18,698	56
Bismarck	18,619	57
Charlottesville	18,548	58
Houston	18,517	59
Bangor	18,479	60
Trenton	18,462	61
Amarillo	18,460	62
Memphis	18,370	63
Lake County, Ill.	18,362	64
Las Vegas	18,346	65
Indianapolis	18,238	66
Bryan - College Station	18,227	67
Muncie	18,193	68
Ann Arbor	18,158	69
Albany, Ga.	18,118	70
Knoxville	18,109	71
Kalamazoo	18,087	72
New London - Norwich	18,043	73
St. Joseph	18,012	74
Asheville	18,006	75
Owensboro	17,997	76
Wilmington, Del.	17,949	77
Boulder - Longmont	17,873	78
Springfield, Mo.	17,866	79
Richmond - Petersburg	17,835	80
Fort Worth - Arlington	17,807	81
Springfield, Mass.	17,746	82
South Bend - Mishawaka	17,654	83
Kokomo	17,652	84
Lafayette - West Lafayette	17,626	85
St. Louis	17,622	86
Madison	17,611	87
Fort Lauderdale - Hollywood - Pompano Beach	17,609	88
Grand Rapids	17,593	89
Fort Walton Beach	17,559	90
Flint	17,513	91
Denver	17,454	92
West Palm Beach - Boca Raton - Delray Beach	17,430	93
New Haven - Waterbury - Meriden	17,405	94
Saginaw - Bay City - Midland	17,330	95
Houma - Thibodaux	17,302	96
Evansville	17,297	97
La Crosse	17,286	98
Orange County, N.Y.	17,281	99
Harrisburg - Lebanon - Carlisle	17,240	100
Panama City	17,218	101
Oakland	17,215	102
Los Angeles - Long Beach	17,205	103
Lansing - East Lansing	17,187	104
Lynchburg	17,184	105
Salinas - Seaside - Monterey	17,138	106
McAllen - Edinburg - Mission	17,121	107
Florence, S.C.	17,095	108
Savannah	17,078	109
Santa Fe	17,063	110
Colorado Springs	17,061	111
Beaumont - Port Arthur	17,057	112
Charlotte - Gastonia - Rock Hill	17,057	112
Norfolk - Virginia Beach - Newport News	17,031	114
Hagerstown	17,009	115
Dothan	17,007	116
Bloomington - Normal	16,972	117
Cleveland	16,965	118
Monmouth - Ocean	16,934	119
Lexington-Fayette	16,906	120
Austin	16,902	121
Tyler	16,902	121
Nashville	16,883	123
Lake Charles	16,880	124
Glens Falls	16,876	125
Omaha	16,808	126
Gary - Hammond	16,791	127
San Diego	16,772	128
Raleigh - Durham	16,676	129
Mansfield	16,625	130
Seattle	16,618	131
Detroit	16,608	132
Visalia - Tulare - Porterville	16,580	133
Newark	16,574	134
Lima	16,555	135
Eau Claire	16,544	136
San Antonio	16,544	136
Baltimore	16,526	138
Sarasota	16,515	139
Columbus, Ohio	16,514	140
Galveston - Texas City	16,510	141
Portland, Ore.	16,508	142
Macon - Warner Robins	16,463	143
Joplin	16,456	144
Enid	16,455	145
Baton Rouge	16,454	146
Fort Wayne	16,427	147
Roanoke	16,420	148
Texarkana	16,410	149
Sacramento	16,400	150
Wichita	16,378	151
Topeka	16,356	152
Cincinnati	16,330	153
Reading	16,307	154
Phoenix	16,285	155
Jacksonville, N.C.	16,266	156
Champaign - Urbana - Rantoul	16,215	157
Philadelphia	16,168	158
Worcester - Fitchburg - Leominster	16,151	159
Oxnard - Ventura	16,107	160
Waco	16,072	161
Dubuque	16,061	162
Greensboro - Winston-Salem - High Point	16,028	163
Fayetteville, N.C.	16,022	164
Poughkeepsie	16,001	165
Little Rock - North Little Rock	15,993	166
Albuquerque	15,992	167
New Orleans	15,986	168
Gainesville	15,932	169
Chicago	15,919	170
Ocala	15,916	171
Bradenton	15,866	172
Des Moines	15,861	173
Bakersfield	15,792	174
Modesto	15,790	175
Lancaster	15,776	176
Green Bay	15,741	177
Chattanooga	15,723	178
Providence - Pawtucket - Woonsocket	15,715	179
Anderson, Ind.	15,709	180
Sioux City	15,699	181
Louisville	15,666	182
Lawton	15,657	183
Fayetteville - Springdale	15,620	184
Fort Pierce	15,609	185
Shreveport	15,605	186
Redding	15,591	187
Athens	15,582	188
Albany - Schenectady - Troy	15,579	189
Fort Myers - Cape Coral	15,577	190
Monroe	15,557	191
Jacksonville, Fla.	15,556	192
Lewiston - Auburn	15,541	193
Richland - Kennewick - Pasco	15,448	194
Rockford	15,436	195
Jackson, Miss.	15,433	196
Salt Lake City - Ogden	15,399	197
Charleston, W.Va.	15,375	198
Sherman - Denison	15,372	199
Parkersburg - Marietta	15,292	200
Vineland - Millville - Bridgeton	15,286	201
Greenville - Spartanburg	15,279	202
Dayton - Springfield	15,271	203
Columbia, S.C.	15,268	204
Canton	15,247	205
Great Falls	15,242	206
Akron	15,230	207
Tallahassee	15,210	208
Charleston, S.C.	15,205	209
El Paso	15,205	209
Allentown - Bethlehem	15,202	211
Bloomington, Ind.	15,199	212
Tulsa	15,187	213
Decatur	15,179	214
Rochester, N.Y.	15,178	215
Duluth	15,176	216
Elmira	15,136	217
Riverside - San Bernardino	15,080	218
Columbus, Ga.	14,971	219
Janesville - Beloit	14,954	220
Cedar Rapids	14,926	221
Santa Rosa - Petaluma	14,903	222
Syracuse	14,895	223
Davenport - Rock Island - Moline	14,879	224
Biloxi - Gulfport	14,856	225
Mobile	14,840	226
Milwaukee	14,838	227
Fresno	14,824	228
Hickory	14,810	229
Tampa - St. Petersburg - Clearwater	14,644	230
Youngstown - Warren	14,637	231
Spokane	14,612	232
Huntsville	14,598	233
Springfield, Ill.	14,597	234
Vallejo - Fairfield - Napa	14,574	235
Altoona	14,555	236
Lakeland - Winter Haven	14,540	237
Fort Collins - Loveland	14,538	238
Bellingham	14,521	239
Binghamton	14,519	240
Medford	14,494	241
Clarksville - Hopkinsville	14,473	242
Columbia, Mo.	14,467	243
Augusta	14,411	244
Pensacola	14,410	245
Santa Cruz	14,391	246
State College	14,389	247
Wheeling	14,386	248
Melbourne - Titusville - Palm Bay	14,356	249
Montgomery	14,332	250
Jackson, Mich.	14,320	251
Killeen - Temple	14,308	252
Stockton	14,290	253
Johnson City - Kingsport - Bristol	14,276	254
Buffalo	14,240	255
Alexandria, La.	14,223	256
Lawrence, Kans.	14,218	257
Battle Creek	14,206	258
Merced	14,164	259
Brazoria	14,090	260
Appleton - Oshkosh - Neenah	14,067	261
Yuba City	14,063	262
Waterloo - Cedar Falls	14,049	263
Daytona Beach	14,043	264
Lincoln	14,033	265
Las Cruces	14,006	266
Williamsport	13,954	267
Tuscaloosa	13,913	268
Pine Bluff	13,866	269
Erie	13,853	270
Aurora - Elgin	13,836	271
Pittsburgh	13,822	272
Tacoma	13,815	273
Olympia	13,796	274
Chico	13,791	275
Peoria	13,772	276
Eugene - Springfield	13,751	277
Utica - Rome	13,741	278
Lorain - Elyria	13,685	279
Boise	13,674	280
Huntington - Ashland	13,668	281
Kenosha	13,608	282
Cumberland	13,349	283
Pascagoula	13,327	284
Scranton - Wilkes-Barre	13,301	285
Pueblo	13,270	286
Yakima	13,265	287
Muskegon	13,203	288
Racine	13,172	289
Wausau	13,070	290
Tucson	13,063	291
Fort Smith	12,999	292
Birmingham	12,965	293
Benton Harbor	12,909	294
Kankakee	12,907	295
Anderson, S.C.	12,659	296
Iowa City	12,554	297
Salem, Ore.	12,516	298
Provo - Orem	12,512	299
York	12,480	300
Hamilton - Middletown	12,356	301
New York	12,356	301
Niagara Falls	12,341	303
Jersey City	12,249	304
Sharon	12,214	305
Florence, Ala.	12,143	306
Joliet	12,066	307
Sheboygan	11,963	308
Danville, Va.	11,782	309
Steubenville - Weirton	11,768	310
Greeley	11,577	311
Beaver County, Pa.	11,548	312
Bremerton	11,214	313
Johnstown	10,769	314
Gadsden	10,767	315
Vancouver	10,533	316
Anniston	10,470	317
Average Above Areas	**16,728**	
U.S. Average	**15,782**	

S&MM METRO MARKET RANKING

TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach	50,985,808	1
New York	41,389,635	2
Chicago	35,627,510	3
Philadelphia	28,393,700	4
Boston - Lawrence - Salem - Lowell - Brockton	27,703,685	5
Detroit	26,266,849	6
Washington	25,219,988	7
Houston	21,642,709	8
Nassau - Suffolk	19,423,148	9
Atlanta	17,418,814	10
Dallas	16,361,030	11
Minneapolis - St. Paul	16,197,101	12
St. Louis	15,395,910	13
Anaheim - Santa Ana	15,352,829	14
Baltimore	13,681,848	15
San Francisco	13,680,421	16
San Diego	13,191,301	17
Miami - Hialeah	12,875,757	18
Oakland	12,671,975	19
Cleveland	12,133,621	20
Phoenix	11,710,860	21
Pittsburgh	11,695,825	22
Tampa - St. Petersburg - Clearwater	11,518,721	23
Denver	11,463,764	24
Seattle	11,402,950	25
Newark	11,219,194	26
Kansas City	10,495,141	27
Riverside - San Bernardino	10,331,501	28
Bergen - Passaic	10,080,540	29
San Jose	10,047,766	30
Fort Lauderdale - Hollywood - Pompano Beach	8,663,577	31
Cincinnati	8,521,003	32
Indianapolis	8,092,281	33
Sacramento	8,088,460	34
Columbus, Ohio	8,071,989	35
New Orleans	7,890,826	36
Milwaukee	7,830,190	37
Fort Worth - Arlington	7,687,309	38
Oklahoma City	7,497,305	39
Portland, Ore.	7,441,991	40
Hartford - New Britain - Middletown - Bristol	7,439,951	41
Norfolk - Virginia Beach - Newport News	7,359,139	42
San Antonio	6,723,486	43
Charlotte - Gastonia - Rock Hill	6,611,375	44
Bridgeport - Stamford - Norwalk - Danbury	6,593,688	45
Middlesex - Somerset - Hunterdon	6,411,582	46
Orlando	6,112,833	47
Memphis	6,100,527	48
Monmouth - Ocean	5,996,481	49
Nashville	5,686,318	50
Total Top 50	690,400,212	
Louisville	5,580,056	51
Rochester, N.Y.	5,556,505	52
Greensboro - Winston-Salem - High Point	5,478,379	53
West Palm Beach - Boca Raton - Delray Beach	5,436,353	54
Dayton - Springfield	5,393,776	55
Salt Lake City - Ogden	5,178,783	56
Richmond - Petersburg	5,170,421	57
Buffalo	5,140,729	58
Providence - Pawtucket - Woonsocket	5,079,236	59
Honolulu	5,017,488	60
Albany - Schenectady - Troy	4,997,866	61
New Haven - Waterbury - Meriden	4,949,886	62
Jacksonville, Fla.	4,799,099	63
Birmingham	4,491,199	64
Toledo	4,436,876	65
Austin	4,428,322	66
Tulsa	4,342,077	67
Knoxville	4,163,316	68
Las Vegas	4,102,066	69
Grand Rapids	3,979,479	70
Raleigh - Durham	3,973,862	71
Worcester - Fitchburg - Leominster	3,905,423	72
Omaha	3,837,235	73
Harrisburg - Lebanon - Carlisle	3,804,955	74
Allentown - Bethlehem	3,798,948	75
Springfield, Mass.	3,785,230	76
Scranton - Wilkes-Barre	3,711,056	77
Gary - Hammond	3,683,978	78
Akron	3,676,403	79
Syracuse	3,536,188	80
Wilmington, Del.	3,456,960	81
Greenville - Spartanburg	3,454,645	82
New Bedford - Fall River - Attleboro	3,399,546	83
Tucson	3,305,023	84
Oxnard - Ventura	3,229,516	85
Baton Rouge	3,150,863	86
Fresno	3,071,465	87
Little Rock - North Little Rock	2,934,667	88
Lake County, Ill.	2,875,529	89
Albuquerque	2,851,352	90
Youngstown - Warren	2,786,870	91
Santa Barbara - Santa Maria - Lompoc	2,780,868	92
Flint	2,775,821	93
Tacoma	2,723,017	94
Wichita	2,703,970	95
Bakersfield	2,676,721	96
Jersey City	2,605,408	97
Anchorage	2,596,640	98
Lansing - East Lansing	2,588,353	99
Chattanooga	2,529,888	100
Total Top 100	884,332,524	
Saginaw - Bay City - Midland	2,527,103	101
Mobile	2,524,239	102
Charleston, S.C.	2,517,907	103
Manchester - Nashua	2,507,541	104
El Paso	2,466,303	105
Des Moines	2,415,658	106
Columbia, S.C.	2,406,219	107
Beaumont - Port Arthur	2,399,909	108
Johnson City - Kingsport - Bristol	2,372,652	109
Madison	2,337,022	110
Portsmouth - Dover - Rochester	2,284,942	111
Atlantic City	2,276,243	112
Canton	2,262,619	113
Corpus Christi	2,244,438	114
Colorado Springs	2,234,953	115
Lancaster	2,189,656	116
Davenport - Rock Island - Moline	2,184,267	117
Portland, Me.	2,164,960	118
Jackson, Miss.	2,148,232	119
Stockton	2,142,068	120
Fort Wayne	2,110,924	121
Lexington-Fayette	2,096,377	122
Shreveport	2,087,945	123
Trenton	2,062,206	124
Spokane	2,044,223	125
Reading	2,030,255	126
Santa Rosa - Petaluma	2,004,455	127
Reno	1,999,162	128
Melbourne - Titusville - Palm Bay	1,991,127	129
Vallejo - Fairfield - Napa	1,977,710	130
Lakeland - Winter Haven	1,964,351	131
Augusta	1,921,039	132
Peoria	1,893,714	133
Salinas - Seaside - Monterey	1,868,001	134
Sarasota	1,867,828	135
Daytona Beach	1,867,695	136
York	1,865,776	137
Evansville	1,861,167	138
Ann Arbor	1,786,706	139
Fort Myers - Cape Coral	1,753,982	140
Pensacola	1,733,469	141
Huntington - Ashland	1,709,810	142
Modesto	1,700,566	143
Aurora - Elgin	1,686,566	144
Macon - Warner Robins	1,624,903	145
Charleston, W.Va.	1,617,419	146
McAllen - Edinburg - Mission	1,612,814	147
Rockford	1,611,477	148
New London - Norwich	1,609,452	149
Lafayette, La.	1,601,391	150
Total Top 150	986,501,965	
Orange County, N.Y.	1,591,559	151
Utica - Rome	1,589,853	152
South Bend - Mishawaka	1,550,048	153
Appleton - Oshkosh - Neenah	1,534,686	154
Visalia - Tulare - Porterville	1,533,607	155
Lubbock	1,527,429	156
Boulder - Longmont	1,522,756	157
Joliet	1,515,522	158
Montgomery	1,506,307	159
Springfield, Mo.	1,502,570	160
Duluth	1,485,746	161
Kalamazoo	1,443,311	162
Savannah	1,439,709	163
Binghamton	1,434,444	164
Eugene - Springfield	1,434,241	165
Erie	1,431,057	166
Poughkeepsie	1,401,695	167
St. Cloud	1,397,609	168
Roanoke	1,387,516	169
Amarillo	1,377,143	170
Odessa	1,376,163	171
Fayetteville, N.C.	1,344,263	172
Brownsville - Harlingen	1,340,711	173
Lorain - Elyria	1,305,574	174
Galveston - Texas City	1,301,020	175
Longview - Marshall	1,271,899	176
Fort Pierce	1,264,369	177
Columbus, Ga.	1,232,143	178
Bradenton	1,197,894	179
Hamilton - Middletown	1,196,047	180
Tallahassee	1,192,448	181
Asheville	1,190,197	182
Santa Cruz	1,188,708	183
Salem, Ore.	1,184,037	184
Hickory	1,180,385	185
Gainesville	1,158,272	186
Huntsville	1,153,216	187
Springfield, Ill.	1,148,814	188
Midland, Tex.	1,128,452	189
Lincoln	1,118,391	190
Abilene	1,114,267	191
Waco	1,107,357	192
Houma - Thibodaux	1,088,313	193
Killeen - Temple	1,073,072	194
Green Bay	1,057,808	195
Biloxi - Gulfport	1,047,357	196
Lake Charles	1,043,190	197
Terre Haute	1,041,824	198
Fargo - Moorhead	1,039,549	199
Ocala	1,039,336	200
Total Top 200	1,051,233,849	
Pittsfield	1,033,858	201
Johnstown	1,032,751	202
Topeka	1,023,866	203
Elkhart - Goshen	1,018,904	204
Wheeling	1,004,120	205
Naples	1,001,954	206
Champaign - Urbana - Rantoul	997,214	207
Boise	996,859	208
Cedar Rapids	994,056	209
Niagara Falls	988,495	210
Fort Collins - Loveland	987,155	211
Burlington, Vt.	981,691	212
Laredo	971,387	213
Billings	950,630	214
Brazoria	938,401	215
Tyler	936,355	216
Lima	933,700	217
Chico	929,536	218
Wichita Falls	910,130	219
Parkersburg - Marietta	905,277	220
Sioux Falls	892,817	221
Bangor	892,530	222
Yakima	888,781	223
Wilmington, N.C.	878,435	224
Provo - Orem	859,604	225
Fort Smith	854,054	226
Lynchburg	850,628	227
Fort Walton Beach	849,874	228
Beaver County, Pa.	847,635	229
Charlottesville	843,933	230
Vancouver	828,976	231
Racine	828,547	232
Joplin	827,761	233
Eau Claire	813,978	234
Waterloo - Cedar Falls	813,440	235
Rochester, Minn.	806,536	236
Mansfield	806,316	237
Muncie	805,968	238
Monroe	794,965	239
Athens	793,108	240
Richland - Kennewick - Pasco	792,496	241
Dothan	787,423	242
Benton Harbor	784,881	243
Bloomington - Normal	772,241	244
Janesville - Beloit	771,651	245
Merced	770,548	246
Redding	770,176	247
Olympia	765,655	248
Burlington, N.C.	763,657	249
Decatur	763,499	250
Total Top 250	1,095,290,301	
Anderson, Ind.	763,435	251
Medford	762,391	252
Lafayette - West Lafayette	750,854	253
Panama City	747,262	254
Altoona	742,310	255
Bryan - College Station	740,010	256
Clarksville - Hopkinsville	739,575	257
Muskegon	738,024	258
Jackson, Mich.	734,631	259
Battle Creek	733,024	260
Tuscaloosa	726,272	261
Vineland - Millville - Bridgeton	726,098	262
Texarkana	725,302	263
Albany, Ga.	715,651	264
San Angelo	710,053	265
Alexandria, La.	709,734	266
Florence, S.C.	704,313	267
Sioux City	703,293	268
Bremerton	697,524	269
Hagerstown	688,856	270
Steubenville - Weirton	684,885	271
Anderson, S.C.	684,842	272
Kokomo	677,822	273
Glens Falls	675,050	274
Santa Fe	668,860	275
Florence, Ala.	639,929	276
Bellingham	638,904	277
Pueblo	635,619	278
Fayetteville - Springdale	623,247	279
Rapid City	614,484	280
Williamsport	613,975	281
Bismarck	603,254	282
Kenosha	600,098	283
Lawton	596,516	284
La Crosse	596,368	285
Jackson, Tenn.	594,908	286
Greeley	585,777	287
Owensboro	583,094	288
St. Joseph	578,198	289
Lewiston - Auburn	576,562	290
Victoria	575,785	291
Yuba City	575,176	292
Sharon	574,066	293
Sherman - Denison	568,751	294
Pascagoula	567,725	295
Jacksonville, N.C.	566,056	296
Columbia, Mo.	564,228	297
Casper	561,209	298
State College	561,158	299
Las Cruces	551,848	300
Bloomington, Ind.	547,149	301
Wausau	537,170	302
Cheyenne	536,719	303
Cumberland	528,632	304
Elmira	522,178	305
Dubuque	501,102	306
Great Falls	483,162	307
Kankakee	478,850	308
Danville, Va.	474,815	309
Grand Forks	471,745	310
Anniston	461,743	311
Sheboygan	443,828	312
Pine Bluff	424,303	313
Gadsden	424,227	314
Enid	421,253	315
Iowa City	420,547	316
Lawrence, Kans.	361,149	317
Total Above Areas	1,136,025,879	
Percent of U.S.	81.4214	
U.S. Total	1,395,243,228	

EATING AND DRINKING PLACE SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,531,501	1
New York	5,491,809	2
Chicago	3,472,880	3
Boston - Lawrence - Salem - Lowell - Brockton	3,412,475	4
Philadelphia	2,634,142	5
Washington	2,554,070	6
Detroit	2,377,667	7
Houston	2,327,638	8
San Francisco	2,037,238	9
Anaheim - Santa Ana	1,824,914	10
Dallas	1,816,924	11
Atlanta	1,815,366	12
Nassau - Suffolk	1,569,649	13
San Diego	1,469,036	14
Minneapolis - St. Paul	1,380,214	15
St. Louis	1,347,553	16
Baltimore	1,341,319	17
Seattle	1,340,276	18
Denver	1,261,876	19
Oakland	1,212,564	20
Pittsburgh	1,163,278	21
Phoenix	1,152,255	22
Cleveland	1,137,990	23
Tampa - St. Petersburg - Clearwater	1,132,154	24
Miami - Hialeah	1,106,903	25
Riverside - San Bernardino	1,061,835	26
San Jose	1,055,277	27
Newark	1,023,910	28
New Orleans	969,760	29
Fort Lauderdale - Hollywood - Pompano Beach	936,394	30
Honolulu	919,420	31
Bergen - Passaic	909,171	32
Cincinnati	895,989	33
Kansas City	874,566	34
Sacramento	860,188	35
Oklahoma City	823,628	36
Columbus, Ohio	810,818	37
Milwaukee	792,842	38
San Antonio	788,066	39
Portland, Ore.	780,655	40
Fort Worth - Arlington	780,059	41
Indianapolis	780,037	42
Hartford - New Britain - Middletown - Bristol	771,467	43
Norfolk - Virginia Beach - Newport News	690,893	44
Orlando	640,045	45
Bridgeport - Stamford - Norwalk - Danbury	619,358	46
Louisville	577,323	47
Rochester, N.Y.	560,592	48
Buffalo	557,758	49
Monmouth - Ocean	555,951	50
Total Top 50	**71,917,693**	
Charlotte - Gastonia - Rock Hill	536,856	51
Nashville	535,594	52
West Palm Beach - Boca Raton - Delray Beach	533,508	53
Middlesex - Somerset - Hunterdon	525,127	54
Austin	518,333	55
Dayton - Springfield	517,758	56
Greensboro - Winston-Salem - High Point	506,459	57
Providence - Pawtucket - Woonsocket	501,621	58
New Haven - Waterbury - Meriden	500,443	59
Memphis	472,153	60
Tulsa	460,789	61
Knoxville	454,722	62
Jacksonville, Fla.	450,969	63
Toledo	439,960	64
Las Vegas	418,583	65
Richmond - Petersburg	411,960	66
Salt Lake City - Ogden	409,249	67
Albany - Schenectady - Troy	406,264	68
Worcester - Fitchburg - Leominster	399,326	69
Springfield, Mass.	395,988	70
Raleigh - Durham	372,928	71
Gary - Hammond	370,435	72
Akron	369,483	73
Omaha	368,981	74
Birmingham	355,183	75
Tucson	348,092	76
Grand Rapids	338,679	77
Syracuse	334,914	78
Scranton - Wilkes-Barre	334,122	79
Anchorage	326,998	80
Allentown - Bethlehem	321,751	81
Atlantic City	320,495	82
Harrisburg - Lebanon - Carlisle	310,936	83
Albuquerque	305,335	84
Santa Barbara - Santa Maria - Lompoc	299,161	85
Greenville - Spartanburg	290,731	86
Baton Rouge	288,147	87
New Bedford - Fall River - Attleboro	281,003	88
Tacoma	279,566	89
Bakersfield	278,631	90
Wilmington, Del.	274,140	91
Fresno	267,519	92
Oxnard - Ventura	264,565	93
Little Rock - North Little Rock	262,405	94
El Paso	261,016	95
Madison	254,205	96
Charleston, S.C.	252,453	97
Flint	250,645	98
Youngstown - Warren	244,167	99
Columbia, S.C.	234,950	100
Total Top 100	**90,374,991**	
Corpus Christi	231,594	101
Lansing - East Lansing	229,712	102
Saginaw - Bay City - Midland	226,402	103
Vallejo - Fairfield - Napa	226,004	104
Lexington-Fayette	224,796	105
Wichita	224,565	106
Colorado Springs	221,714	107
Davenport - Rock Island - Moline	215,824	108
Stockton	214,417	109
Spokane	212,006	110
Salinas - Seaside - Monterey	211,055	111
Mobile	210,091	112
Des Moines	209,669	113
Fort Wayne	209,598	114
Canton	206,941	115
Manchester - Nashua	206,717	116
Beaumont - Port Arthur	206,039	117
Daytona Beach	204,059	118
Jersey City	203,240	119
Portsmouth - Dover - Rochester	203,068	120
Lancaster	202,749	121
Lake County, Ill.	202,607	122
Chattanooga	199,775	123
Santa Rosa - Petaluma	198,895	124
Portland, Me.	193,857	125
Trenton	189,234	126
Shreveport	188,787	127
Johnson City - Kingsport - Bristol	179,654	128
Melbourne - Titusville - Palm Bay	179,102	129
Lafayette, La.	178,999	130
Sarasota	177,091	131
Reading	174,013	132
Reno	170,229	133
Ann Arbor	169,185	134
Evansville	168,586	135
New London - Norwich	168,193	136
Boulder - Longmont	167,734	137
Savannah	165,835	138
Jackson, Miss.	165,659	139
Peoria	163,874	140
Pensacola	163,362	141
York	162,676	142
Augusta	161,199	143
Houma - Thibodaux	158,396	144
Lakeland - Winter Haven	157,311	145
Fort Myers - Cape Coral	154,501	146
Aurora - Elgin	154,130	147
Lubbock	151,704	148
Eugene - Springfield	146,782	149
Modesto	145,153	150
Total Top 150	**99,831,774**	
Appleton - Oshkosh - Neenah	144,883	151
South Bend - Mishawaka	144,378	152
Odessa	143,794	153
Amarillo	140,796	154
Santa Cruz	140,272	155
Galveston - Texas City	139,879	156
Rockford	139,627	157
Huntington - Ashland	138,951	158
Kalamazoo	137,676	159
Duluth	135,877	160
Erie	135,421	161
Utica - Rome	134,772	162
Joliet	129,822	163
Macon - Warner Robins	129,507	164
Binghamton	127,154	165
Roanoke	126,583	166
Boise	125,230	167
McAllen - Edinburg - Mission	124,128	168
Brownsville - Harlingen	123,976	169
Biloxi - Gulfport	123,247	170
Salem, Ore.	123,224	171
Springfield, Mo.	123,157	172
Visalia - Tulare - Porterville	122,112	173
Tallahassee	121,971	174
Montgomery	120,659	175
Lincoln	120,598	176
Gainesville	120,151	177
Fayetteville, N.C.	119,972	178
Hamilton - Middletown	119,471	179
Charleston, W.Va.	114,672	180
Killeen - Temple	114,500	181
Longview - Marshall	113,086	182
Bradenton	112,351	183
Champaign - Urbana - Rantoul	110,840	184
Waco	110,133	185
Huntsville	109,925	186
Green Bay	109,194	187
Poughkeepsie	108,760	188
Lorain - Elyria	107,194	189
Columbus, Ga.	104,577	190
Asheville	103,558	191
Springfield, Ill.	103,068	192
Orange County, N.Y.	101,299	193
Pittsfield	100,981	194
Hickory	100,584	195
Abilene	98,349	196
Burlington, Vt.	98,046	197
Vancouver	97,066	198
Panama City	96,951	199
Midland, Tex.	96,751	200
Total Top 200	**105,820,947**	
Niagara Falls	96,657	201
Topeka	95,055	202
Naples	95,042	203
Fort Collins - Loveland	93,574	204
Chico	91,207	205
Fort Walton Beach	91,064	206
Bryan - College Station	89,311	207
Fargo - Moorhead	89,024	208
Billings	87,399	209
Terre Haute	84,945	210
Fort Pierce	84,313	211
Cedar Rapids	83,559	212
Lima	83,495	213
Yakima	83,057	214
Wichita Falls	81,010	215
Elkhart - Goshen	80,967	216
Muncie	80,847	217
Wilmington, N.C.	79,308	218
Fort Smith	79,207	219
Olympia	78,749	220
Wheeling	77,419	221
Athens	77,221	222
Racine	77,189	223
Lake Charles	76,549	224
Bremerton	76,380	225
Lafayette - West Lafayette	75,973	226
Parkersburg - Marietta	75,311	227
Monroe	75,242	228
Bellingham	74,431	229
Bloomington - Normal	74,310	230
St. Cloud	74,132	231
Tyler	73,626	232
Janesville - Beloit	72,874	233
Benton Harbor	72,599	234
Battle Creek	71,576	235
Eau Claire	70,777	236
Sioux Falls	70,148	237
Johnstown	70,008	238
Brazoria	69,803	239
Bangor	69,458	240
Muskegon	69,454	241
San Angelo	69,356	242
Richland - Kennewick - Pasco	69,307	243
Waterloo - Cedar Falls	69,026	244
Lynchburg	68,805	245
Merced	68,748	246
Kenosha	67,371	247
Santa Fe	67,317	248
Ocala	67,111	249
Mansfield	65,213	250
Total Top 250	**109,705,471**	
Clarksville - Hopkinsville	64,678	251
Medford	64,339	252
Joplin	64,072	253
Charlottesville	63,908	254
Jackson, Mich.	63,717	255
Lawton	63,422	256
Glens Falls	63,355	257
Kokomo	62,917	258
Anderson, Ind.	62,771	259
Pueblo	62,240	260
Laredo	62,065	261
Redding	61,834	262
Texarkana	61,652	263
Albany, Ga.	61,439	264
Burlington, N.C.	61,140	265
Beaver County, Pa.	61,015	266
Tuscaloosa	60,872	267
Decatur	59,864	268
State College	59,688	269
Fayetteville - Springdale	59,601	270
Owensboro	59,508	271
Bloomington, Ind.	59,392	272
Dothan	59,348	273
La Crosse	59,076	274
Rochester, Minn.	57,977	275
Steubenville - Weirton	57,722	276
Provo - Orem	55,976	277
Alexandria, La.	55,047	278
Sioux City	53,804	279
Greeley	53,221	280
Yuba City	53,065	281
Sharon	52,543	282
Columbia, Mo.	52,337	283
Las Cruces	52,210	284
Altoona	51,294	285
Rapid City	51,128	286
Anderson, S.C.	51,068	287
Florence, Ala.	49,577	288
Jacksonville, N.C.	49,003	289
Pascagoula	48,935	290
Bismarck	48,104	291
Florence, S.C.	47,810	292
Cheyenne	47,753	293
Vineland - Millville - Bridgeton	47,605	294
Victoria	47,452	295
Kankakee	47,178	296
Sherman - Denison	46,649	297
Casper	46,188	298
Williamsport	45,795	299
Great Falls	45,510	300
Iowa City	45,458	301
Jackson, Tenn.	44,751	302
Elmira	44,693	303
Cumberland	44,681	304
St. Joseph	44,543	305
Dubuque	43,555	306
Enid	42,791	307
Sheboygan	41,730	308
Lewiston - Auburn	40,786	309
Danville, Va.	40,563	310
Lawrence, Kans.	39,722	311
Hagerstown	39,018	312
Gadsden	36,801	313
Wausau	36,649	314
Anniston	34,759	315
Grand Forks	29,544	316
Pine Bluff	28,615	317
Total Above Areas	**113,180,995**	
Percent of U.S.	**84.3297**	
U.S. Total	**134,212,309**	

FOOD STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	10,009,126	1
New York	8,304,270	2
Chicago	6,283,706	3
Philadelphia	5,575,824	4
Boston - Lawrence - Salem - Lowell - Brockton	4,982,964	5
Detroit	4,886,444	6
Washington	4,733,764	7
Houston	4,488,576	8
Nassau - Suffolk	3,948,868	9
St. Louis	3,165,484	10
Dallas	3,100,008	11
Atlanta	3,002,802	12
Minneapolis - St. Paul	2,842,367	13
Anaheim - Santa Ana	2,829,803	14
Baltimore	2,652,523	15
Phoenix	2,589,400	16
Oakland	2,511,870	17
Pittsburgh	2,482,273	18
Newark	2,467,295	19
Cleveland	2,460,506	20
San Francisco	2,454,864	21
San Diego	2,453,833	22
Tampa - St. Petersburg - Clearwater	2,443,934	23
Riverside - San Bernardino	2,356,525	24
Denver	2,330,392	25
Seattle	2,280,824	26
Miami - Hialeah	2,074,813	27
Kansas City	1,930,745	28
Bergen - Passaic	1,919,563	29
New Orleans	1,863,909	30
San Jose	1,823,097	31
Cincinnati	1,707,105	32
Sacramento	1,676,691	33
Fort Worth - Arlington	1,628,737	34
Columbus, Ohio	1,566,626	35
Milwaukee	1,551,008	36
San Antonio	1,510,469	37
Charlotte - Gastonia - Rock Hill	1,500,788	38
Hartford - New Britain - Middletown - Bristol	1,488,135	39
Fort Lauderdale - Hollywood - Pompano Beach	1,481,671	40
Oklahoma City	1,378,659	41
Middlesex - Somerset - Hunterdon	1,378,336	42
Norfolk - Virginia Beach - Newport News	1,355,177	43
Indianapolis	1,345,821	44
Buffalo	1,322,036	45
Monmouth - Ocean	1,308,746	46
Bridgeport - Stamford - Norwalk - Danbury	1,277,804	47
Portland, Ore.	1,248,100	48
Rochester, N.Y.	1,210,848	49
Memphis	1,176,124	50
Total Top 50	134,263,253	
Albany - Schenectady - Troy	1,165,044	51
Salt Lake City - Ogden	1,139,821	52
Louisville	1,107,397	53
Orlando	1,106,309	54
Providence - Pawtucket - Woonsocket	1,101,248	55
Dayton - Springfield	1,095,622	56
Nashville	1,092,263	57
New Haven - Waterbury - Meriden	1,083,654	58
Richmond - Petersburg	1,071,792	59
Greensboro - Winston-Salem - High Point	1,064,848	60
West Palm Beach - Boca Raton - Delray Beach	1,032,966	61
Birmingham	978,059	62
Tulsa	933,199	63
New Bedford - Fall River - Attleboro	912,364	64
Toledo	871,729	65
Knoxville	867,071	66
Austin	865,784	67
Syracuse	862,845	68
Jacksonville, Fla.	860,646	69
Honolulu	851,809	70
Las Vegas	842,831	71
Scranton - Wilkes-Barre	829,596	72
Harrisburg - Lebanon - Carlisle	819,214	73
Springfield, Mass.	816,653	74
Akron	801,995	75
Raleigh - Durham	792,430	76
Allentown - Bethlehem	773,610	77
Gary - Hammond	772,611	78
Worcester - Fitchburg - Leominster	755,828	79
Greenville - Spartanburg	752,484	80
Baton Rouge	736,739	81
Omaha	735,871	82
Tucson	733,054	83
Jersey City	700,727	84
Oxnard - Ventura	677,727	85
Fresno	655,537	86
Wilmington, Del.	653,701	87
Bakersfield	620,314	88
Grand Rapids	604,221	89
Chattanooga	598,820	90
Mobile	596,956	91
Albuquerque	584,915	92
Little Rock - North Little Rock	581,869	93
Youngstown - Warren	574,792	94
Charleston, S.C.	549,279	95
Des Moines	548,689	96
Tacoma	545,197	97
Corpus Christi	526,277	98
Wichita	524,268	99
Santa Barbara - Santa Maria - Lompoc	523,951	100
Total Top 100	174,657,899	
Johnson City - Kingsport - Bristol	520,719	101
Beaumont - Port Arthur	510,876	102
Canton	509,384	103
Portsmouth - Dover - Rochester	500,551	104
El Paso	496,901	105
Lancaster	486,418	106
Atlantic City	484,932	107
Vallejo - Fairfield - Napa	480,510	108
Stockton	473,558	109
Manchester - Nashua	470,846	110
Saginaw - Bay City - Midland	462,787	111
Lansing - East Lansing	459,659	112
Flint	459,007	113
Santa Rosa - Petaluma	456,813	114
Lakeland - Winter Haven	455,504	115
Portland, Me.	453,352	116
Spokane	445,816	117
Columbia, S.C.	441,243	118
Davenport - Rock Island - Moline	430,937	119
Shreveport	429,304	120
Trenton	428,191	121
Lake County, Ill.	417,838	122
Jackson, Miss.	412,657	123
York	410,599	124
Colorado Springs	405,141	125
Daytona Beach	404,513	126
Fort Wayne	396,655	127
Anchorage	393,641	128
Modesto	390,679	129
Utica - Rome	389,015	130
Lexington-Fayette	388,923	131
Augusta	387,274	132
Peoria	385,731	133
Reno	381,696	134
Reading	381,145	135
Orange County, N.Y.	375,813	136
Evansville	375,411	137
Visalia - Tulare - Porterville	367,959	138
Fort Myers - Cape Coral	366,889	139
Madison	362,715	140
Pensacola	360,838	141
Huntington - Ashland	357,931	142
Melbourne - Titusville - Palm Bay	356,259	143
Boulder - Longmont	349,621	144
Galveston - Texas City	346,218	145
McAllen - Edinburg - Mission	345,563	146
Charleston, W.Va.	345,078	147
Sarasota	344,005	148
Binghamton	340,083	149
Aurora - Elgin	338,548	150
Total Top 150	195,393,625	
Poughkeepsie	336,321	151
Brownsville - Harlingen	327,299	152
Macon - Warner Robins	324,654	153
Salinas - Seaside - Monterey	324,464	154
Rockford	319,917	155
New London - Norwich	319,262	156
Erie	318,335	157
Duluth	313,168	158
Lorain - Elyria	308,096	159
Springfield, Mo.	305,497	160
Roanoke	303,076	161
Montgomery	298,847	162
Lafayette, La.	295,635	163
Joliet	290,386	164
Eugene - Springfield	289,200	165
Hamilton - Middletown	288,101	166
Lubbock	283,526	167
Savannah	277,544	168
Brazoria	277,319	169
Appleton - Oshkosh - Neenah	276,121	170
Santa Cruz	276,094	171
South Bend - Mishawaka	274,651	172
Fort Pierce	272,658	173
Longview - Marshall	271,138	174
Lake Charles	267,944	175
Hickory	267,420	176
Amarillo	267,357	177
Ann Arbor	266,624	178
Niagara Falls	265,683	179
Gainesville	260,065	180
Odessa	259,563	181
Fayetteville, N.C.	258,860	182
Houma - Thibodaux	253,136	183
Johnstown	250,994	184
Chico	250,530	185
Waco	245,455	186
Pittsfield	243,157	187
Tallahassee	242,466	188
Bradenton	240,211	189
Killeen - Temple	237,760	190
Boise	237,190	191
Beaver County, Pa.	232,691	192
Topeka	228,696	193
Salem, Ore.	226,887	194
Asheville	226,466	195
Wheeling	220,285	196
Midland, Tex.	219,708	197
Elkhart - Goshen	216,393	198
Cedar Rapids	216,281	199
Columbus, Ga.	216,007	200
Total Top 200	208,882,763	
Huntsville	214,041	201
Fort Collins - Loveland	213,723	202
Yakima	213,595	203
Lincoln	212,683	204
Laredo	211,799	205
Ocala	210,297	206
Springfield, Ill.	209,916	207
Naples	207,598	208
Biloxi - Gulfport	206,907	209
Provo - Orem	199,547	210
Vancouver	199,029	211
Kalamazoo	197,057	212
Bangor	195,341	213
Burlington, Vt.	195,050	214
Abilene	190,722	215
Billings	187,817	216
Olympia	186,362	217
Richland - Kennewick - Pasco	186,346	218
St. Cloud	185,778	219
Steubenville - Weirton	185,212	220
Redding	184,543	221
Vineland - Millville - Bridgeton	184,358	222
Racine	184,331	223
Lynchburg	182,750	224
Joplin	179,013	225
Lima	178,209	226
Charlottesville	177,162	227
Tuscaloosa	176,854	228
Parkersburg - Marietta	175,873	229
Terre Haute	175,061	230
Anderson, Ind.	172,889	231
Tyler	172,532	232
Athens	170,943	233
Champaign - Urbana - Rantoul	170,392	234
Glens Falls	167,296	235
Bryan - College Station	167,136	236
Altoona	166,458	237
Waterloo - Cedar Falls	166,169	238
Pueblo	163,377	239
Bremerton	162,598	240
Monroe	161,487	241
Anderson, S.C.	159,466	242
Fort Smith	159,414	243
Wilmington, N.C.	159,123	244
Fargo - Moorhead	156,306	245
Wichita Falls	155,582	246
Pascagoula	155,188	247
Kenosha	154,950	248
Merced	154,900	249
Lewiston - Auburn	154,550	250
Total Top 250	217,940,493	
Sioux City	154,113	251
Texarkana	153,497	252
Janesville - Beloit	152,979	253
Alexandria, La.	151,104	254
Dothan	148,704	255
Green Bay	148,122	256
Burlington, N.C.	147,208	257
Muncie	147,092	258
Muskegon	146,947	259
Williamsport	146,481	260
Bellingham	145,699	261
Benton Harbor	145,660	262
Fort Walton Beach	144,495	263
Decatur	144,343	264
Greeley	142,955	265
Albany, Ga.	142,838	266
Mansfield	142,703	267
Sioux Falls	142,625	268
San Angelo	142,404	269
Rochester, Minn.	141,289	270
Clarksville - Hopkinsville	140,484	271
Florence, S.C.	140,070	272
Lawton	136,946	273
Yuba City	135,166	274
St. Joseph	134,022	275
Santa Fe	133,753	276
Medford	133,529	277
Bloomington - Normal	132,525	278
Battle Creek	131,263	279
Eau Claire	127,104	280
Columbia, Mo.	126,350	281
Sharon	126,314	282
Fayetteville - Springdale	125,696	283
Jackson, Mich.	125,239	284
Florence, Ala.	124,855	285
Kokomo	123,821	286
Lafayette - West Lafayette	121,221	287
Casper	119,510	288
Owensboro	118,280	289
Danville, Va.	117,765	290
Victoria	117,442	291
Hagerstown	117,310	292
Sherman - Denison	112,571	293
Panama City	112,163	294
Gadsden	112,014	295
State College	111,909	296
Cumberland	109,850	297
Jacksonville, N.C.	108,966	298
Rapid City	107,525	299
Bloomington, Ind.	104,773	300
La Crosse	104,494	301
Las Cruces	103,531	302
Dubuque	103,342	303
Wausau	102,829	304
Kankakee	102,771	305
Elmira	101,682	306
Pine Bluff	99,849	307
Jackson, Tenn.	96,938	308
Sheboygan	95,105	309
Bismarck	94,314	310
Enid	93,707	311
Anniston	93,447	312
Great Falls	90,454	313
Iowa City	90,098	314
Cheyenne	82,823	315
Lawrence, Kans.	76,590	316
Grand Forks	58,519	317
Total Above Areas	226,150,760	
Percent of U.S.	78.2831	
U.S. Total	288,888,131	

AUTOMOTIVE DEALER SALES

Area	($000)	Rank
Los Angeles - Long Beach	11,440,094	1
Chicago	6,946,431	2
Detroit	6,285,894	3
Philadelphia	6,026,256	4
Washington	6,002,162	5
Boston - Lawrence - Salem - Lowell - Brockton	5,453,794	6
New York	5,066,948	7
Houston	4,588,833	8
Atlanta	4,348,536	9
Minneapolis - St. Paul	3,927,974	10
Dallas	3,621,969	11
St. Louis	3,609,848	12
Anaheim - Santa Ana	3,600,576	13
Nassau - Suffolk	3,584,412	14
Miami - Hialeah	3,575,005	15
San Diego	3,164,039	16
Baltimore	3,132,450	17
Tampa - St. Petersburg - Clearwater	2,973,208	18
Oakland	2,869,429	19
Kansas City	2,667,760	20
Fort Lauderdale - Hollywood - Pompano Beach	2,636,023	21
Pittsburgh	2,547,251	22
San Francisco	2,511,551	23
Phoenix	2,398,138	24
Cleveland	2,393,463	25
Seattle	2,320,740	26
Newark	2,317,269	27
San Jose	2,304,857	28
Riverside - San Bernardino	2,281,911	29
Denver	2,222,093	30
Indianapolis	1,945,681	31
Bergen - Passaic	1,941,861	32
Sacramento	1,869,706	33
Oklahoma City	1,841,518	34
Columbus, Ohio	1,838,464	35
Orlando	1,797,706	36
Norfolk - Virginia Beach - Newport News	1,760,568	37
Charlotte - Gastonia - Rock Hill	1,749,710	38
Cincinnati	1,698,245	39
Fort Worth - Arlington	1,689,842	40
Milwaukee	1,648,129	41
Portland, Ore.	1,639,544	42
Monmouth - Ocean	1,543,140	43
Hartford - New Britain - Middletown - Bristol	1,530,476	44
Memphis	1,455,904	45
West Palm Beach - Boca Raton - Delray Beach	1,455,377	46
Nashville	1,373,993	47
Greensboro - Winston-Salem - High Point	1,367,381	48
Jacksonville, Fla.	1,352,166	49
Bridgeport - Stamford - Norwalk - Danbury	1,314,188	50
Total Top 50	149,482,713	
Rochester, N.Y.	1,299,432	51
San Antonio	1,262,930	52
New Orleans	1,219,712	53
Richmond - Petersburg	1,187,235	54
Middlesex - Somerset - Hunterdon	1,180,556	55
Louisville	1,158,669	56
Dayton - Springfield	1,137,971	57
Birmingham	1,115,229	58
Salt Lake City - Ogden	1,047,747	59
Lake County, Ill.	1,026,037	60
Albany - Schenectady - Troy	1,025,173	61
Buffalo	994,089	62
Raleigh - Durham	969,935	63
Tulsa	968,358	64
Grand Rapids	964,976	65
Austin	942,630	66
New Haven - Waterbury - Meriden	919,342	67
Toledo	914,784	68
Knoxville	894,653	69
Omaha	886,591	70
Providence - Pawtucket - Woonsocket	874,143	71
Oxnard - Ventura	850,164	72
Allentown - Bethlehem	842,240	73
Wilmington, Del.	815,618	74
Harrisburg - Lebanon - Carlisle	809,029	75
Las Vegas	800,477	76
Greenville - Spartanburg	773,875	77
Syracuse	772,161	78
Worcester - Fitchburg - Leominster	771,669	79
Akron	746,331	80
Gary - Hammond	729,993	81
Fresno	727,178	82
Scranton - Wilkes-Barre	709,293	83
Wichita	697,222	84
Honolulu	684,907	85
Springfield, Mass.	684,900	86
Charleston, S.C.	679,748	87
New Bedford - Fall River - Attleboro	674,769	88
Flint	673,070	89
Tucson	652,356	90
Little Rock - North Little Rock	651,062	91
Johnson City - Kingsport - Bristol	637,438	92
Tacoma	632,813	93
Albuquerque	622,330	94
Bakersfield	606,436	95
Lansing - East Lansing	590,120	96
Mobile	587,336	97
Columbia, S.C.	585,703	98
Chattanooga	569,813	99
Saginaw - Bay City - Midland	561,323	100
Total Top 100	191,782,328	
Lakeland - Winter Haven	553,904	101
Melbourne - Titusville - Palm Bay	549,987	102
Baton Rouge	546,676	103
Jackson, Miss.	540,384	104
Des Moines	534,108	105
Manchester - Nashua	524,488	106
Youngstown - Warren	521,301	107
Santa Barbara - Santa Maria - Lompoc	513,240	108
Davenport - Rock Island - Moline	509,232	109
Madison	501,380	110
Portsmouth - Dover - Rochester	500,809	111
Beaumont - Port Arthur	500,611	112
Colorado Springs	494,503	113
Anchorage	486,927	114
Stockton	483,889	115
Canton	476,220	116
Sarasota	470,598	117
Spokane	466,240	118
Charleston, W.Va.	465,453	119
Augusta	464,166	120
Lancaster	462,782	121
Corpus Christi	460,364	122
Reading	459,083	123
Lexington-Fayette	457,644	124
Macon - Warner Robins	457,338	125
Fort Wayne	456,431	126
El Paso	455,083	127
Peoria	452,464	128
Pensacola	450,179	129
Salinas - Seaside - Monterey	440,574	130
Daytona Beach	439,906	131
Jersey City	430,981	132
Vallejo - Fairfield - Napa	430,386	133
Fort Myers - Cape Coral	423,888	134
York	416,336	135
New London - Norwich	405,639	136
Montgomery	400,744	137
Portland, Me.	394,226	138
Ann Arbor	393,176	139
Atlantic City	392,788	140
Shreveport	390,145	141
Lubbock	388,442	142
Evansville	383,908	143
Santa Rosa - Petaluma	381,434	144
Elkhart - Goshen	380,274	145
Springfield, Mo.	379,991	146
Bradenton	375,473	147
Rockford	372,752	148
Reno	370,848	149
Joliet	359,110	150
Total Top 150	214,348,848	
Visalia - Tulare - Porterville	357,766	151
Trenton	355,623	152
Fort Pierce	353,536	153
South Bend - Mishawaka	347,934	154
Columbus, Ga.	343,936	155
Fayetteville, N.C.	342,710	156
Savannah	340,650	157
Amarillo	340,474	158
Eugene - Springfield	339,498	159
Huntington - Ashland	325,462	160
Modesto	315,592	161
Odessa	315,148	162
Appleton - Oshkosh - Neenah	313,600	163
Auror[illegible]	312,625	164
Long [illegible]	308,946	165
Ora[illegible] N.Y.	308,181	166
Bould[illegible]	305,931	167
Erie	304,999	168
Lorain - [illegible]	304,768	169
Huntsville	298,794	170
Utica - Rome	298,767	171
Binghamton	296,551	172
Asheville	295,339	173
Fargo - Moorhead	294,908	174
Kalamazoo	290,543	175
Lafayette, La.	288,902	176
Hamilton - Middletown	285,671	177
Poughkeepsie	283,625	178
Gainesville	282,678	179
Hickory	273,022	180
Biloxi - Gulfport	265,948	181
McAllen - Edinburg - Mission	265,583	182
Salem, Ore.	265,565	183
Roanoke	261,326	184
Galveston - Texas City	259,223	185
Abilene	256,186	186
Santa Cruz	243,091	187
Lincoln	241,333	188
Duluth	239,008	189
Topeka	237,899	190
Naples	237,121	191
Sioux Falls	235,812	192
Burlington, Vt.	234,795	193
Killeen - Temple	234,653	194
Springfield, Ill.	231,568	195
St. Cloud	230,620	196
Ocala	227,819	197
Panama City	225,951	198
Wilmington, N.C.	224,649	199
Brownsville - Harlingen	223,988	200
Total Top 200	228,621,179	
Waco	221,691	201
Dothan	221,664	202
Johnstown	221,086	203
Green Bay	220,165	204
Joplin	217,725	205
Tallahassee	217,442	206
Terre Haute	216,496	207
Fort Walton Beach	214,633	208
Bangor	214,430	209
Eau Claire	214,188	210
Clarksville - Hopkinsville	214,055	211
Parkersburg - Marietta	213,831	212
Burlington, N.C.	210,610	213
Tyler	207,924	214
Wichita Falls	206,435	215
Houma - Thibodaux	204,125	216
Rochester, Minn.	203,279	217
Yakima	201,267	218
Brazoria	199,248	219
Cedar Rapids	198,035	220
Billings	193,413	221
Fort Collins - Loveland	192,531	222
Niagara Falls	192,267	223
Waterloo - Cedar Falls	192,081	224
Boise	191,988	225
Champaign - Urbana - Rantoul	191,838	226
Pittsfield	191,238	227
Merced	189,695	228
Wheeling	188,309	229
Midland, Tex.	185,127	230
Lima	184,588	231
Bismarck	180,144	232
Lafayette - West Lafayette	178,297	233
Mansfield	177,345	234
Altoona	176,945	235
Anderson, Ind.	174,768	236
Medford	174,483	237
Florence, S.C.	174,292	238
Albany, Ga.	173,822	239
Kokomo	172,768	240
Chico	171,040	241
Jacksonville, N.C.	170,867	242
Fort Smith	169,942	243
Athens	169,223	244
Lynchburg	168,806	245
Decatur	165,904	246
Lake Charles	165,898	247
Provo - Orem	165,439	248
Racine	161,564	249
Florence, Ala.	161,241	250
Total Top 250	238,305,085	
Muncie	160,727	251
Bloomington - Normal	159,510	252
Rapid City	159,328	253
San Angelo	157,161	254
St. Joseph	156,306	255
Anderson, S.C.	156,025	256
Vineland - Millville - Bridgeton	154,544	257
Battle Creek	153,140	258
Richland - Kennewick - Pasco	150,922	259
Charlottesville	150,521	260
Sioux City	150,060	261
Benton Harbor	149,726	262
Vancouver	149,317	263
Monroe	148,581	264
Tuscaloosa	146,966	265
Sharon	144,608	266
Grand Forks	144,013	267
Bremerton	142,822	268
Santa Fe	142,260	269
Redding	141,980	270
Muskegon	141,498	271
Williamsport	140,444	272
Casper	140,362	273
Olympia	137,930	274
Greeley	137,445	275
Hagerstown	137,212	276
Lewiston - Auburn	135,640	277
Texarkana	134,441	278
Columbia, Mo.	133,602	279
Janesville - Beloit	133,598	280
Steubenville - Weirton	131,909	281
Alexandria, La.	130,934	282
Glens Falls	130,927	283
Sherman - Denison	130,822	284
Beaver County, Pa.	129,126	285
La Crosse	126,672	286
Lawton	125,437	287
Bellingham	123,897	288
Jackson, Mich.	120,397	289
Fayetteville - Springdale	117,948	290
Las Cruces	116,801	291
Jackson, Tenn.	116,683	292
Danville, Va.	116,438	293
Bryan - College Station	116,376	294
Kankakee	116,216	295
Wausau	115,536	296
Owensboro	114,703	297
Victoria	112,919	298
Anniston	111,741	299
Yuba City	111,133	300
Pascagoula	110,567	301
Bloomington, Ind.	108,843	302
Elmira	107,886	303
State College	107,846	304
Great Falls	105,569	305
Dubuque	104,728	306
Cheyenne	103,719	307
Pueblo	103,596	308
Laredo	98,019	309
Enid	95,361	310
Cumberland	94,119	311
Lawrence, Kans.	93,871	312
Sheboygan	91,282	313
Kenosha	89,114	314
Pine Bluff	87,400	315
Gadsden	86,088	316
Iowa City	76,190	317
Total Above Areas	246,674,396	
Percent of U.S.	81.1411	
U.S. Total	304,006,623	

S&MM METRO MARKET RANKING

GENERAL MERCHANDISE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,670,080	1
New York	4,738,743	2
Chicago	4,163,874	3
Philadelphia	3,454,177	4
Washington	3,078,585	5
Detroit	3,049,313	6
Boston - Lawrence - Salem - Lowell - Brockton	3,043,336	7
Houston	2,531,299	8
Minneapolis - St. Paul	2,402,664	9
Atlanta	2,182,364	10
St. Louis	2,178,534	11
Nassau - Suffolk	2,052,151	12
Dallas	1,879,780	13
Anaheim - Santa Ana	1,828,476	14
Pittsburgh	1,693,203	15
San Diego	1,692,945	16
Cleveland	1,670,956	17
Baltimore	1,597,911	18
Oakland	1,583,454	19
San Francisco	1,510,756	20
Miami - Hialeah	1,484,459	21
Kansas City	1,420,648	22
Denver	1,416,839	23
Portland, Ore.	1,387,690	24
Tampa - St. Petersburg - Clearwater	1,362,922	25
Phoenix	1,339,863	26
Cincinnati	1,332,467	27
San Jose	1,328,573	28
Seattle	1,256,738	29
Riverside - San Bernardino	1,241,156	30
Bergen - Passaic	1,143,155	31
Milwaukee	1,066,434	32
Columbus, Ohio	1,037,722	33
Indianapolis	987,511	34
Newark	964,282	35
Fort Worth - Arlington	961,025	36
New Orleans	909,887	37
Sacramento	901,680	38
Fort Lauderdale - Hollywood - Pompano Beach	891,083	39
Oklahoma City	889,464	40
Norfolk - Virginia Beach - Newport News	874,771	41
Memphis	846,154	42
Nashville	824,735	43
San Antonio	819,620	44
Hartford - New Britain - Middletown - Bristol	805,041	45
Louisville	802,867	46
Bridgeport - Stamford - Norwalk - Danbury	771,890	47
Dayton - Springfield	736,659	48
Toledo	732,438	49
Honolulu	711,912	50
Total Top 50	80,362,364	
Salt Lake City - Ogden	703,389	51
Middlesex - Somerset - Hunterdon	701,086	52
Richmond - Petersburg	674,134	53
Orlando	663,915	54
Charlotte - Gastonia - Rock Hill	660,578	55
Grand Rapids	651,008	56
New Haven - Waterbury - Meriden	614,325	57
Providence - Pawtucket - Woonsocket	610,192	58
Greensboro - Winston-Salem - High Point	604,371	59
West Palm Beach - Boca Raton - Delray Beach	597,882	60
Rochester, N.Y.	583,931	61
Monmouth - Ocean	572,997	62
Buffalo	564,874	63
Las Vegas	534,552	64
Knoxville	530,037	65
Omaha	517,170	66
Worcester - Fitchburg - Leominster	512,794	67
Flint	511,501	68
Albany - Schenectady - Troy	505,292	69
Raleigh - Durham	495,734	70
Austin	495,608	71
Scranton - Wilkes-Barre	493,531	72
Tulsa	491,874	73
Jacksonville, Fla.	484,019	74
Springfield, Mass.	483,121	75
Birmingham	475,380	76
Wilmington, Del.	470,015	77
Tucson	461,636	78
Akron	450,431	79
Baton Rouge	450,268	80
Youngstown - Warren	443,201	81
Allentown - Bethlehem	439,837	82
Oxnard - Ventura	431,844	83
Gary - Hammond	429,225	84
Lansing - East Lansing	428,072	85
Harrisburg - Lebanon - Carlisle	426,289	86
Manchester - Nashua	424,481	87
Greenville - Spartanburg	413,492	88
Saginaw - Bay City - Midland	400,178	89
Wichita	399,162	90
Little Rock - North Little Rock	393,077	91
El Paso	383,143	92
Syracuse	350,047	93
Des Moines	349,196	94
Albuquerque	347,452	95
New Bedford - Fall River - Attleboro	342,014	96
Fresno	339,962	97
Anchorage	339,635	98
Johnson City - Kingsport - Bristol	336,528	99
Tacoma	330,391	100
Total Top 100	107,584,786	
Huntington - Ashland	327,931	101
Chattanooga	327,876	102
Reno	326,122	103
Lexington-Fayette	325,310	104
Mobile	321,483	105
Jackson, Miss.	318,880	106
Columbia, S.C.	311,621	107
Colorado Springs	307,992	108
Davenport - Rock Island - Moline	303,478	109
Beaumont - Port Arthur	298,526	110
Madison	283,636	111
Shreveport	283,536	112
Kalamazoo	276,760	113
Ann Arbor	274,836	114
Melbourne - Titusville - Palm Bay	274,783	115
Canton	274,780	116
Charleston, S.C.	273,385	117
Fort Wayne	272,642	118
Trenton	269,447	119
Pensacola	269,365	120
Evansville	264,096	121
Peoria	259,134	122
Spokane	255,122	123
Bakersfield	253,242	124
Santa Barbara - Santa Maria - Lompoc	252,475	125
Augusta	248,204	126
Lake County, Ill.	246,110	127
Springfield, Mo.	245,956	128
Stockton	241,724	129
Reading	241,465	130
Corpus Christi	237,674	131
Appleton - Oshkosh - Neenah	237,419	132
Lafayette, La.	236,351	133
Lakeland - Winter Haven	235,789	134
McAllen - Edinburg - Mission	233,483	135
Green Bay	231,125	136
Lancaster	229,733	137
Rockford	220,737	138
South Bend - Mishawaka	220,437	139
York	219,162	140
Portland, Me.	217,847	141
Santa Rosa - Petaluma	216,778	142
Macon - Warner Robins	213,922	143
Eugene - Springfield	212,866	144
Duluth	211,199	145
Daytona Beach	210,538	146
Modesto	209,835	147
Montgomery	208,216	148
Sarasota	207,068	149
Fort Myers - Cape Coral	204,618	150
Total Top 150	120,431,736	
Roanoke	204,428	151
Atlantic City	202,991	152
Orange County, N.Y.	202,389	153
Salem, Ore.	201,625	154
Charleston, W.Va.	200,482	155
Tallahassee	199,996	156
Fayetteville, N.C.	199,069	157
Aurora - Elgin	198,071	158
Salinas - Seaside - Monterey	196,484	159
Lubbock	195,364	160
Odessa	190,769	161
Wheeling	187,381	162
Savannah	185,861	163
Visalia - Tulare - Porterville	183,220	164
Vallejo - Fairfield - Napa	182,455	165
Portsmouth - Dover - Rochester	181,146	166
Cedar Rapids	180,920	167
Lorain - Elyria	175,250	168
Killeen - Temple	171,117	169
Brownsville - Harlingen	169,798	170
Erie	169,249	171
Columbus, Ga.	165,829	172
Springfield, Ill.	163,986	173
Longview - Marshall	163,192	174
Utica - Rome	163,172	175
Binghamton	162,564	176
Lincoln	161,922	177
Huntsville	160,248	178
Midland, Tex.	160,104	179
Lima	159,508	180
Biloxi - Gulfport	158,944	181
Waco	157,930	182
Beaver County, Pa.	156,831	183
Joliet	156,693	184
Laredo	155,949	185
Vancouver	154,708	186
Amarillo	152,588	187
Jackson, Mich.	150,798	188
Poughkeepsie	150,336	189
Mansfield	150,088	190
Wichita Falls	146,707	191
Muskegon	146,142	192
Abilene	145,014	193
Tyler	144,693	194
Asheville	143,276	195
Lynchburg	143,175	196
Champaign - Urbana - Rantoul	143,096	197
Gainesville	142,210	198
Boulder - Longmont	141,317	199
Parkersburg - Marietta	140,170	200
Total Top 200	128,448,098	
Topeka	137,798	201
Hamilton - Middletown	136,771	202
Janesville - Beloit	136,694	203
Billings	134,101	204
Houma - Thibodaux	134,016	205
Terre Haute	133,234	206
Niagara Falls	132,153	207
Jackson, Tenn.	130,997	208
Rochester, Minn.	129,395	209
Johnstown	127,485	210
Fargo - Moorhead	126,069	211
Sioux Falls	124,634	212
Fayetteville - Springdale	124,610	213
Benton Harbor	124,356	214
Wilmington, N.C.	123,980	215
Joplin	123,338	216
New London - Norwich	123,311	217
Bradenton	122,614	218
Lake Charles	121,966	219
Fort Collins - Loveland	121,916	220
Fort Smith	121,900	221
Medford	121,637	222
Battle Creek	121,080	223
Galveston - Texas City	120,540	224
Decatur	120,467	225
Athens	120,408	226
Ocala	119,827	227
Jersey City	119,497	228
Provo - Orem	118,921	229
Racine	117,081	230
Fort Walton Beach	116,340	231
St. Cloud	115,512	232
Olympia	114,638	233
Charlottesville	114,584	234
Bryan - College Station	114,425	235
Monroe	114,168	236
Lafayette - West Lafayette	113,119	237
Bloomington - Normal	111,134	238
Fort Pierce	110,967	239
Waterloo - Cedar Falls	110,415	240
Eau Claire	108,784	241
Richland - Kennewick - Pasco	108,080	242
Clarksville - Hopkinsville	106,962	243
Hickory	106,514	244
Bangor	106,130	245
Yakima	105,245	246
Altoona	104,961	247
Dothan	104,583	248
Alexandria, La.	104,135	249
Lawton	103,841	250
Total Top 250	134,813,746	
Sioux City	103,783	251
Burlington, Vt.	102,494	252
Florence, Ala.	101,812	253
La Crosse	101,191	254
Texarkana	101,144	255
Albany, Ga.	100,912	256
Tuscaloosa	100,648	257
Pueblo	99,523	258
Pascagoula	99,461	259
Pittsfield	98,841	260
Grand Forks	98,445	261
Cumberland	98,269	262
Yuba City	98,092	263
Elmira	97,808	264
San Angelo	97,744	265
Chico	96,499	266
Muncie	95,569	267
St. Joseph	95,492	268
Brazoria	95,251	269
Santa Cruz	91,353	270
Rapid City	91,288	271
Wausau	90,152	272
Bismarck	89,960	273
Panama City	89,540	274
Florence, S.C.	89,448	275
Anderson, Ind.	89,372	276
Owensboro	89,264	277
Merced	88,170	278
Dubuque	86,365	279
Steubenville - Weirton	85,508	280
Jacksonville, N.C.	84,378	281
Hagerstown	83,708	282
Williamsport	82,846	283
Sharon	82,036	284
Elkhart - Goshen	81,634	285
Naples	81,141	286
Boise	80,812	287
Kokomo	79,532	288
Anderson, S.C.	77,097	289
Redding	76,857	290
Vineland - Millville - Bridgeton	76,607	291
Victoria	76,273	292
Kenosha	75,166	293
Columbia, Mo.	74,819	294
Sheboygan	74,819	294
Bellingham	74,167	296
Sherman - Denison	73,980	297
Bloomington, Ind.	72,733	298
Las Cruces	70,123	299
Greeley	69,070	300
Burlington, N.C.	68,860	301
Glens Falls	68,181	302
Great Falls	66,322	303
Lewiston - Auburn	65,788	304
Bremerton	64,170	305
Cheyenne	63,475	306
Anniston	61,588	307
State College	59,273	308
Gadsden	58,790	309
Pine Bluff	57,638	310
Kankakee	56,802	311
Iowa City	55,540	312
Casper	54,727	313
Santa Fe	54,590	314
Danville, Va.	40,867	315
Enid	37,641	316
Lawrence, Kans.	25,779	317
Total Above Areas	149,183,148	
Percent of U.S.	88.0620	
U.S. Total	168,838,168	

FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,137,467	1
New York	3,006,699	2
Chicago	1,972,348	3
Washington	1,560,920	4
Philadelphia	1,381,813	5
Detroit	1,308,838	6
Nassau - Suffolk	1,262,123	7
Boston - Lawrence - Salem - Lowell - Brockton	1,203,828	8
Houston	1,138,510	9
Dallas	857,953	10
Anaheim - Santa Ana	825,230	11
Atlanta	817,279	12
San Francisco	776,748	13
Denver	770,299	14
San Diego	743,316	15
Phoenix	738,581	16
Newark	707,340	17
Minneapolis - St. Paul	696,509	18
Miami - Hialeah	691,866	19
St. Louis	678,212	20
Oakland	674,471	21
Tampa - St. Petersburg - Clearwater	668,763	22
Bergen - Passaic	659,399	23
Baltimore	651,989	24
San Jose	631,713	25
Cleveland	612,308	26
Seattle	567,801	27
Fort Lauderdale - Hollywood - Pompano Beach	551,964	28
Pittsburgh	547,098	29
Riverside - San Bernardino	472,164	30
Middlesex - Somerset - Hunterdon	463,723	31
New Orleans	461,210	32
Norfolk - Virginia Beach - Newport News	460,094	33
Sacramento	431,724	34
Oklahoma City	426,843	35
Columbus, Ohio	424,893	36
Kansas City	417,267	37
Cincinnati	390,232	38
Milwaukee	369,683	39
West Palm Beach - Boca Raton - Delray Beach	364,986	40
San Antonio	362,626	41
Indianapolis	359,163	42
Hartford - New Britain - Middletown - Bristol	346,263	43
Salt Lake City - Ogden	343,597	44
Portland, Ore.	341,390	45
Fort Worth - Arlington	338,682	46
Charlotte - Gastonia - Rock Hill	334,160	47
Bridgeport - Stamford - Norwalk - Danbury	332,131	48
Memphis	329,378	49
Greensboro - Winston-Salem - High Point	326,066	50
Total Top 50	37,926,868	
Orlando	286,129	51
Rochester, N.Y.	279,334	52
Dayton - Springfield	267,411	53
Nashville	265,596	54
Louisville	263,207	55
Omaha	259,757	56
Austin	257,876	57
Monmouth - Ocean	256,330	58
Tulsa	250,381	59
Madison	247,766	60
Birmingham	246,013	61
Grand Rapids	245,429	62
Buffalo	243,108	63
Albany - Schenectady - Troy	242,584	64
Raleigh - Durham	230,178	65
Las Vegas	229,773	66
Richmond - Petersburg	226,922	67
New Haven - Waterbury - Meriden	225,685	68
Knoxville	210,816	69
Jacksonville, Fla.	208,519	70
Providence - Pawtucket - Woonsocket	199,664	71
Tucson	199,058	72
Baton Rouge	195,448	73
Toledo	195,259	74
Greenville - Spartanburg	181,008	75
Albuquerque	175,629	76
Syracuse	173,416	77
Wilmington, Del.	171,111	78
Santa Barbara - Santa Maria - Lompoc	163,770	79
Harrisburg - Lebanon - Carlisle	161,686	80
Fresno	155,910	81
Honolulu	155,080	82
Allentown - Bethlehem	151,491	83
Gary - Hammond	148,677	84
Sarasota	148,616	85
Scranton - Wilkes-Barre	142,236	86
Springfield, Mass.	141,415	87
Little Rock - North Little Rock	139,943	88
El Paso	137,371	89
Jersey City	135,836	90
Lansing - East Lansing	135,753	91
Worcester - Fitchburg - Leominster	135,334	92
Charleston, S.C.	134,572	93
Wichita	132,932	94
Oxnard - Ventura	132,280	95
Fort Myers - Cape Coral	130,533	96
Saginaw - Bay City - Midland	129,091	97
Chattanooga	128,964	98
Anchorage	128,281	99
Bakersfield	128,177	100
Total Top 100	47,446,892	
Lake County, Ill.	127,243	101
Lancaster	126,891	102
Akron	123,783	103
Flint	123,161	104
Mobile	121,256	105
Des Moines	121,216	106
Manchester - Nashua	120,800	107
Colorado Springs	119,856	108
Corpus Christi	119,296	109
New Bedford - Fall River - Attleboro	119,202	110
Youngstown - Warren	118,651	111
Shreveport	116,831	112
Tacoma	115,601	113
South Bend - Mishawaka	114,749	114
Fayetteville, N.C.	113,484	115
Fort Wayne	113,308	116
Columbia, S.C.	110,418	117
Stockton	107,154	118
Boulder - Longmont	106,471	119
Beaumont - Port Arthur	106,358	120
Modesto	105,883	121
Kalamazoo	105,134	122
Trenton	104,402	123
Ann Arbor	104,093	124
Santa Rosa - Petaluma	104,007	125
Lexington-Fayette	103,343	126
Portsmouth - Dover - Rochester	102,047	127
Johnson City - Kingsport - Bristol	100,300	128
Reading	99,781	129
Daytona Beach	99,338	130
Jackson, Miss.	99,083	131
McAllen - Edinburg - Mission	96,317	132
Laredo	95,937	133
Spokane	95,749	134
Augusta	95,301	135
Evansville	95,126	136
Salinas - Seaside - Monterey	94,397	137
Lubbock	93,930	138
Melbourne - Titusville - Palm Bay	91,245	139
Atlantic City	91,137	140
Canton	90,148	141
Peoria	89,413	142
Vallejo - Fairfield - Napa	89,099	143
Naples	87,486	144
York	87,049	145
Odessa	85,443	146
Davenport - Rock Island - Moline	84,110	147
Reno	83,941	148
Rockford	83,879	149
Pensacola	81,551	150
Total Top 150	52,644,902	
Macon - Warner Robins	79,368	151
Orange County, N.Y.	79,112	152
Lafayette, La.	78,941	153
Roanoke	78,490	154
Appleton - Oshkosh - Neenah	78,411	155
Columbus, Ga.	78,117	156
Fort Pierce	76,432	157
Springfield, Mo.	76,369	158
Brownsville - Harlingen	75,308	159
Tallahassee	74,738	160
Savannah	74,714	161
Eugene - Springfield	73,423	162
Visalia - Tulare - Porterville	72,973	163
New London - Norwich	72,788	164
Amarillo	71,691	165
Huntington - Ashland	71,592	166
Erie	70,895	167
Utica - Rome	69,786	168
Longview - Marshall	68,824	169
Midland, Tex.	66,966	170
Binghamton	66,676	171
Huntsville	66,096	172
Lakeland - Winter Haven	66,012	173
Aurora - Elgin	64,949	174
Bradenton	62,309	175
Billings	62,249	176
Montgomery	60,395	177
Boise	60,009	178
Portland, Me.	58,257	179
Poughkeepsie	58,130	180
Green Bay	57,388	181
Fort Walton Beach	56,773	182
Ocala	56,676	183
Hickory	56,322	184
Springfield, Ill.	56,068	185
Charleston, W.Va.	55,466	186
Santa Cruz	55,340	187
Lake Charles	54,279	188
Killeen - Temple	53,723	189
Fort Collins - Loveland	53,161	190
Wichita Falls	53,100	191
Asheville	52,945	192
Duluth	52,433	193
Houma - Thibodaux	51,444	194
Lincoln	51,230	195
Salem, Ore.	51,210	196
Gainesville	49,834	197
Abilene	49,731	198
Provo - Orem	49,191	199
Charlottesville	48,492	200
Total Top 200	55,832,536	
Wheeling	47,815	201
Monroe	47,536	202
Johnstown	47,276	203
Waco	46,197	204
Lorain - Elyria	45,414	205
Muncie	44,781	206
Joliet	44,510	207
Burlington, Vt.	44,373	208
Champaign - Urbana - Rantoul	44,329	209
Wilmington, N.C.	44,241	210
Cedar Rapids	43,237	211
Sioux Falls	43,202	212
Burlington, N.C.	43,070	213
Tyler	42,640	214
Fargo - Moorhead	42,251	215
Biloxi - Gulfport	41,219	216
Chico	40,120	217
Hamilton - Middletown	39,727	218
Altoona	39,333	219
Fort Smith	39,193	220
Decatur	38,693	221
Dothan	38,474	222
San Angelo	38,133	223
Jacksonville, N.C.	38,092	224
Bloomington - Normal	37,746	225
Lynchburg	37,501	226
Racine	37,286	227
Galveston - Texas City	37,242	228
Parkersburg - Marietta	37,212	229
Anderson, S.C.	37,160	230
Great Falls	37,129	231
Pueblo	36,762	232
Topeka	36,256	233
Beaver County, Pa.	36,244	234
Albany, Ga.	36,138	235
La Crosse	35,895	236
Olympia	35,630	237
Alexandria, La.	35,258	238
Eau Claire	35,237	239
Waterloo - Cedar Falls	35,196	240
Panama City	34,989	241
Brazoria	34,933	242
Terre Haute	34,739	243
Bremerton	34,660	244
Santa Fe	32,951	245
Cheyenne	32,947	246
St. Cloud	32,774	247
Lima	32,513	248
Niagara Falls	32,236	249
Lawton	32,108	250
Total Top 250	57,766,194	
Texarkana	31,889	251
Hagerstown	31,613	252
Rochester, Minn.	31,549	253
Bellingham	31,390	254
Casper	31,324	255
Anderson, Ind.	31,149	256
Muskegon	31,073	257
Florence, S.C.	30,879	258
Sioux City	30,718	259
Vancouver	30,664	260
Lafayette - West Lafayette	30,498	261
Rapid City	30,021	262
Medford	29,985	263
Athens	29,847	264
Tuscaloosa	29,527	265
Joplin	29,515	266
Jackson, Mich.	29,089	267
Yakima	28,111	268
Clarksville - Hopkinsville	28,072	269
Richland - Kennewick - Pasco	27,937	270
Williamsport	27,738	271
Pittsfield	27,569	272
Owensboro	27,548	273
Las Cruces	27,310	274
State College	27,136	275
Enid	26,853	276
Janesville - Beloit	26,738	277
Grand Forks	26,330	278
Greeley	26,266	279
Sharon	25,873	280
Vineland - Millville - Bridgeton	25,824	281
Bryan - College Station	25,663	282
Yuba City	25,516	283
Bangor	25,320	284
Bismarck	25,313	285
Redding	25,220	286
Dubuque	25,033	287
Steubenville - Weirton	24,915	288
Florence, Ala.	24,824	289
Bloomington, Ind.	24,757	290
Victoria	24,727	291
Fayetteville - Springdale	24,675	292
Sherman - Denison	24,619	293
Jackson, Tenn.	24,472	294
Battle Creek	24,464	295
Mansfield	24,107	296
Cumberland	24,101	297
Columbia, Mo.	23,833	298
Merced	23,400	299
Elkhart - Goshen	23,290	300
Kokomo	23,073	301
Wausau	22,874	302
Kenosha	22,846	303
Kankakee	21,983	304
Iowa City	21,269	305
Anniston	20,980	306
St. Joseph	20,224	307
Elmira	19,905	308
Benton Harbor	19,565	309
Danville, Va.	18,774	310
Gadsden	18,630	311
Pascagoula	18,287	312
Glens Falls	17,360	313
Pine Bluff	17,202	314
Sheboygan	15,353	315
Lawrence, Kans.	13,509	316
Lewiston - Auburn	13,426	317
Total Above Areas	59,460,514	
Percent of U.S.	85.7980	
U.S. Total	69,300,649	

S&MM METRO MARKET RANKING

DRUGSTORE SALES

Area	($000)	Rank
Chicago	1,792,085	1
Los Angeles - Long Beach	1,710,931	2
New York	1,457,893	3
Detroit	1,309,267	4
Philadelphia	951,167	5
Boston - Lawrence - Salem - Lowell - Brockton	919,425	6
Washington	899,702	7
Houston	616,406	8
Cleveland	593,740	9
Nassau - Suffolk	583,344	10
Miami - Hialeah	528,013	11
Atlanta	507,443	12
Oakland	497,799	13
Baltimore	489,890	14
Phoenix	489,256	15
Anaheim - Santa Ana	454,459	16
San Francisco	434,480	17
St. Louis	424,369	18
San Diego	408,337	19
Dallas	400,276	20
Minneapolis - St. Paul	393,895	21
Seattle	391,765	22
Pittsburgh	383,362	23
San Jose	368,773	24
Tampa - St. Petersburg - Clearwater	361,517	25
Cincinnati	345,648	26
Sacramento	344,529	27
Indianapolis	343,570	28
New Orleans	342,449	29
Newark	339,140	30
Riverside - San Bernardino	330,971	31
Honolulu	307,406	32
Kansas City	298,113	33
Bergen - Passaic	294,904	34
Fort Lauderdale - Hollywood - Pompano Beach	291,460	35
Milwaukee	264,809	36
Denver	257,994	37
Columbus, Ohio	254,129	38
Hartford - New Britain - Middletown - Bristol	252,367	39
Buffalo	244,160	40
Louisville	238,182	41
Memphis	228,134	42
Rochester, N.Y.	227,471	43
Providence - Pawtucket - Woonsocket	212,131	44
Charlotte - Gastonia - Rock Hill	199,331	45
West Palm Beach - Boca Raton - Delray Beach	198,774	46
Richmond - Petersburg	195,322	47
Gary - Hammond	194,116	48
Norfolk - Virginia Beach - Newport News	192,012	49
Toledo	190,096	50
Total Top 50	23,968,113	
Albany - Schenectady - Troy	180,563	51
Birmingham	178,997	52
Jacksonville, Fla.	175,226	53
Fort Worth - Arlington	174,774	54
Greensboro - Winston-Salem - High Point	174,163	55
Nashville	171,147	56
Dayton - Springfield	169,381	57
Middlesex - Somerset - Hunterdon	164,183	58
Monmouth - Ocean	161,436	59
Las Vegas	157,995	60
Syracuse	155,774	61
Fresno	151,082	62
Bridgeport - Stamford - Norwalk - Danbury	149,477	63
Scranton - Wilkes-Barre	149,449	64
Raleigh - Durham	148,362	65
Worcester - Fitchburg - Leominster	147,369	66
Orlando	144,416	67
Tucson	142,122	68
Oklahoma City	140,101	69
Akron	136,451	70
New Haven - Waterbury - Meriden	133,895	71
Salt Lake City - Ogden	130,412	72
Springfield, Mass.	126,136	73
Knoxville	124,365	74
Lake County, Ill.	120,158	75
San Antonio	120,117	76
Flint	117,478	77
Omaha	114,369	78
Harrisburg - Lebanon - Carlisle	114,002	79
Oxnard - Ventura	113,359	80
Mobile	112,146	81
Portland, Ore.	111,777	82
Melbourne - Titusville - Palm Bay	109,104	83
Wilmington, Del.	108,958	84
Allentown - Bethlehem	108,480	85
Greenville - Spartanburg	108,139	86
Santa Rosa - Petaluma	102,112	87
Youngstown - Warren	101,361	88
Stockton	101,280	89
Santa Barbara - Santa Maria - Lompoc	100,189	90
Vallejo - Fairfield - Napa	99,462	91
Grand Rapids	97,365	92
Anchorage	96,426	93
New Bedford - Fall River - Attleboro	92,706	94
Baton Rouge	92,454	95
Bakersfield	90,388	96
Jersey City	88,776	97
Modesto	87,482	98
Fort Wayne	86,126	99
Aurora - Elgin	86,078	100
Total Top 100	30,379,365	
Jackson, Miss.	85,309	101
Austin	84,580	102
Saginaw - Bay City - Midland	84,372	103
Daytona Beach	83,649	104
Johnson City - Kingsport - Bristol	83,529	105
Utica - Rome	83,422	106
Davenport - Rock Island - Moline	83,289	107
Albuquerque	82,886	108
Tacoma	81,024	109
Tulsa	80,970	110
Sarasota	78,869	111
Joliet	78,536	112
Canton	77,201	113
Salinas - Seaside - Monterey	73,969	114
Fort Myers - Cape Coral	73,530	115
Beaumont - Port Arthur	72,384	116
Augusta	70,889	117
South Bend - Mishawaka	67,355	118
Atlantic City	67,342	119
Visalia - Tulare - Porterville	66,206	120
Little Rock - North Little Rock	65,984	121
Spokane	65,503	122
Trenton	65,386	123
Springfield, Ill.	65,357	124
Columbia, S.C.	65,275	125
Lancaster	64,897	126
Chattanooga	64,816	127
Binghamton	64,677	128
Lexington-Fayette	64,642	129
Lansing - East Lansing	62,434	130
Ann Arbor	61,874	131
Charleston, S.C.	61,467	132
Shreveport	61,356	133
Montgomery	61,054	134
Manchester - Nashua	60,760	135
Portsmouth - Dover - Rochester	60,602	136
Huntington - Ashland	60,447	137
Peoria	59,967	138
Evansville	58,564	139
Reno	58,219	140
Lakeland - Winter Haven	57,844	141
Portland, Me.	57,711	142
Des Moines	57,473	143
Madison	57,162	144
Lorain - Elyria	56,360	145
Wichita	56,242	146
Charleston, W.Va.	55,758	147
Roanoke	53,9[illegible]	148
Boise	52,654	149
El Paso	51,499	150
Total Top 150	33,648,683	
Chico	51,368	151
Macon - Warner Robins	51,331	152
Erie	49,874	153
Redding	49,348	154
Hickory	49,200	155
York	48,792	156
Asheville	47,784	157
Reading	47,423	158
Santa Cruz	47,310	159
Hamilton - Middletown	47,017	160
Rockford	46,463	161
Niagara Falls	46,213	162
Orange County, N.Y.	45,915	163
Poughkeepsie	44,078	164
Duluth	43,535	165
Lake Charles	42,737	166
Savannah	42,495	167
Biloxi - Gulfport	42,073	168
Fort Pierce	42,038	169
Pensacola	41,604	170
Corpus Christi	41,461	171
Lincoln	41,343	172
Bremerton	40,322	173
Bradenton	40,281	174
Parkersburg - Marietta	40,056	175
New London - Norwich	40,035	176
Sioux Falls	39,772	177
Kalamazoo	39,741	178
Topeka	39,051	179
Richland - Kennewick - Pasco	38,974	180
Houma - Thibodaux	38,765	181
Muncie	38,703	182
Champaign - Urbana - Rantoul	38,264	183
Lafayette, La.	38,159	184
Merced	37,490	185
McAllen - Edinburg - Mission	36,668	186
Galveston - Texas City	36,387	187
Naples	36,083	188
Springfield, Mo.	35,984	189
Columbus, Ga.	35,371	190
Ocala	35,219	191
Anderson, Ind.	35,118	192
Eugene - Springfield	34,565	193
Billings	34,528	194
Colorado Springs	34,443	195
Boulder - Longmont	34,133	196
Wheeling	34,088	197
Johnstown	33,710	198
Elkhart - Goshen	33,296	199
Appleton - Oshkosh - Neenah	33,020	200
Total Top 200	35,690,402	
Santa Fe	32,741	201
Longview - Marshall	32,666	202
Beaver County, Pa.	32,599	203
Huntsville	32,367	204
Pittsfield	32,085	205
Battle Creek	31,835	206
Cedar Rapids	31,497	207
Monroe	31,463	208
Salem, Ore.	31,299	209
Athens	31,276	210
Bloomington - Normal	31,267	211
Lima	30,958	212
Lafayette - West Lafayette	30,841	213
Decatur	30,473	214
Kokomo	30,259	215
Lynchburg	30,113	216
Fayetteville, N.C.	30,048	217
Vancouver	29,972	218
Terre Haute	29,[illegible]	219
Jackson, Mich.	29,294	220
Steubenville - Weirton	29,018	221
Provo - Orem	28,989	222
Tallahassee	28,900	223
Benton Harbor	28,711	224
Abilene	28,481	225
Glens Falls	28,378	226
Waterloo - Cedar Falls	28,269	227
Tyler	28,094	228
Brownsville - Harlingen	27,974	229
Yakima	27,833	230
Racine	27,830	231
Muskegon	27,149	232
Bangor	27,093	233
Hagerstown	26,803	234
Altoona	26,393	235
Anderson, S.C.	26,385	236
Gainesville	26,274	237
Alexandria, La.	26,191	238
Charlottesville	25,932	239
Rochester, Minn.	25,702	240
Janesville - Beloit	25,340	241
Brazoria	25,310	242
Clarksville - Hopkinsville	25,295	243
Wilmington, N.C.	25,111	244
Burlington, N.C.	24,946	245
Olympia	24,757	246
St. Cloud	24,754	247
Vineland - Millville - Bridgeton	24,542	248
Owensboro	24,531	249
Cumberland	24,339	250
Total Top 250	37,112,389	
Mansfield	23,823	251
Burlington, Vt.	23,662	252
Lubbock	23,393	253
Dothan	22,972	254
Casper	22,910	255
Florence, S.C.	22,899	256
Kankakee	22,819	257
Waco	22,640	258
Texarkana	22,540	259
Tuscaloosa	22,463	260
Killeen - Temple	22,441	261
Danville, Va.	22,350	262
Great Falls	22,269	263
Fort Walton Beach	21,962	264
Elmira	21,837	265
Amarillo	21,614	266
Panama City	21,594	267
Fort Smith	21,147	268
Fargo - Moorhead	21,128	269
Bellingham	21,087	270
Wichita Falls	20,548	271
Odessa	20,438	272
Yuba City	20,391	273
Kenosha	20,202	274
Williamsport	20,010	275
Anniston	19,635	276
Midland, Tex.	19,627	277
Pascagoula	19,608	278
Sherman - Denison	19,348	279
Sioux City	19,071	280
Cheyenne	19,015	281
State College	18,851	282
Bloomington, Ind.	18,488	283
Fort Collins - Loveland	18,225	284
Jackson, Tenn.	18,114	285
Columbia, Mo.	18,059	286
Pueblo	17,671	287
Joplin	17,467	288
Laredo	17,454	289
Dubuque	17,307	290
Las Cruces	17,287	291
Green Bay	17,248	292
Eau Claire	17,034	293
Florence, Ala.	17,004	294
Albany, Ga.	16,991	295
Bismarck	16,852	296
La Crosse	16,694	297
Enid	15,740	298
Medford	15,466	299
Sharon	15,309	300
Rapid City	15,247	301
Lewiston - Auburn	15,174	302
Gadsden	15,048	303
Sheboygan	14,942	304
Greeley	14,881	305
San Angelo	14,646	306
Jacksonville, N.C.	13,766	307
St. Joseph	13,348	308
Fayetteville - Springdale	12,111	309
Pine Bluff	11,932	310
Iowa City	11,602	311
Bryan - College Station	10,582	312
Lawton	10,495	313
Victoria	9,666	314
Lawrence, Kans.	7,956	315
Wausau	7,712	316
Grand Forks	6,230	317
Total Above Areas	38,310,630	
Percent of U.S.	80.2574	
U.S. Total	47,734,704	

APPAREL AND ACCESSORIES STORE SALES

Area	($000)	Rank
New York	3,878,402	1
Los Angeles - Long Beach	3,052,979	2
Chicago	2,637,732	3
Philadelphia	1,726,007	4
Boston - Lawrence - Salem - Lowell - Brockton	1,449,539	5
Detroit	1,393,721	6
Washington	1,325,447	7
Houston	1,287,846	8
Nassau - Suffolk	1,244,213	9
San Francisco	1,003,376	10
Dallas	942,628	11
Miami - Hialeah	925,896	12
Anaheim - Santa Ana	922,812	13
Atlanta	762,754	14
Bergen - Passaic	754,651	15
Seattle	729,147	16
Newark	717,919	17
San Diego	703,769	18
St. Louis	652,901	19
Oakland	640,290	20
Minneapolis - St. Paul	639,469	21
Cleveland	620,768	22
Pittsburgh	593,480	23
Baltimore	569,140	24
San Jose	560,816	25
New Orleans	505,702	26
Denver	486,370	27
Riverside - San Bernardino	462,063	28
Kansas City	441,984	29
Oklahoma City	440,600	30
Phoenix	429,378	31
Middlesex - Somerset - Hunterdon	419,536	32
Fort Lauderdale - Hollywood - Pompano Beach	405,507	33
Hartford - New Britain - Middletown - Bristol	401,029	34
Fort Worth - Arlington	399,644	35
Honolulu	399,272	36
Bridgeport - Stamford - Norwalk - Danbury	387,561	37
Portland, Ore.	384,379	38
Norfolk - Virginia Beach - Newport News	373,516	39
Indianapolis	370,837	40
Tampa - St. Petersburg - Clearwater	370,323	41
San Antonio	365,670	42
Memphis	357,460	43
Cincinnati	355,275	44
Charlotte - Gastonia - Rock Hill	353,427	45
Birmingham	346,791	46
Sacramento	329,693	47
Milwaukee	317,467	48
Buffalo	317,297	49
Columbus, Ohio	309,390	50
Total Top 50	39,866,098	
West Palm Beach - Boca Raton - Delray Beach	301,108	51
Albany - Schenectady - Troy	299,090	52
Monmouth - Ocean	291,248	53
Greensboro - Winston-Salem - High Point	283,078	54
Providence - Pawtucket - Woonsocket	279,720	55
New Haven - Waterbury - Meriden	278,010	56
Louisville	264,289	57
Tulsa	262,002	58
Rochester, N.Y.	261,882	59
Nashville	250,842	60
Austin	241,359	61
Salt Lake City - Ogden	238,149	62
Reading	236,466	63
Jersey City	231,579	64
Richmond - Petersburg	227,625	65
Dayton - Springfield	223,508	66
Orlando	222,431	67
Knoxville	219,565	68
Grand Rapids	218,906	69
Syracuse	214,639	70
Scranton - Wilkes-Barre	205,565	71
Raleigh - Durham	205,312	72
Las Vegas	201,929	73
Springfield, Mass.	191,734	74
Jacksonville, Fla.	190,796	75
Little Rock - North Little Rock	190,085	76
Worcester - Fitchburg - Leominster	185,035	77
Allentown - Bethlehem	177,955	78
Greenville - Spartanburg	176,349	79
New Bedford - Fall River - Attleboro	171,446	80
El Paso	170,140	81
Gary - Hammond	169,591	82
McAllen - Edinburg - Mission	168,283	83
Toledo	157,520	84
Beaumont - Port Arthur	157,012	85
Fresno	156,028	86
Santa Barbara - Santa Maria - Lompoc	155,162	87
Wilmington, Del.	153,107	88
Omaha	152,687	89
Oxnard - Ventura	147,489	90
Lake County, Ill.	147,115	91
Baton Rouge	147,049	92
Harrisburg - Lebanon - Carlisle	136,318	93
Albuquerque	134,204	94
Saginaw - Bay City - Midland	132,296	95
Lansing - East Lansing	131,134	96
Akron	129,722	97
Salinas - Seaside - Monterey	127,519	98
Chattanooga	126,090	99
Charleston, S.C.	125,942	100
Total Top 100	49,734,443	
Trenton	125,380	101
Tucson	125,053	102
Anchorage	122,080	103
Laredo	121,311	104
Bakersfield	118,290	105
Manchester - Nashua	117,123	106
Shreveport	116,460	107
Columbia, S.C.	116,162	108
Flint	114,147	109
Evansville	113,429	110
Atlantic City	113,275	111
Canton	111,244	112
Youngstown - Warren	110,699	113
Tacoma	110,486	114
Corpus Christi	108,259	115
Brownsville - Harlingen	108,119	116
Wichita	107,143	117
Des Moines	107,026	118
Utica - Rome	106,914	119
Madison	104,860	120
Fort Wayne	103,068	121
Johnson City - Kingsport - Bristol	102,949	122
Portsmouth - Dover - Rochester	101,911	123
Spokane	101,482	124
Stockton	101,378	125
Augusta	98,616	126
Lexington-Fayette	97,489	127
Jackson, Miss.	95,384	128
Lancaster	95,246	129
Modesto	93,288	130
Lafayette, La.	92,465	131
Colorado Springs	91,280	132
Amarillo	89,907	133
Davenport - Rock Island - Moline	88,018	134
Mobile	87,929	135
Santa Rosa - Petaluma	84,971	136
Orange County, N.Y.	84,897	137
Huntington - Ashland	83,397	138
Kalamazoo	83,348	139
Lubbock	82,599	140
Savannah	82,530	141
Montgomery	80,995	142
Poughkeepsie	80,902	143
Galveston - Texas City	80,767	144
Reno	80,618	145
Peoria	80,210	146
Ann Arbor	79,973	147
Portland, Me.	79,058	148
Sarasota	75,693	149
Binghamton	75,226	150
Total Top 150	54,667,626	
York	74,190	151
Vallejo - Fairfield - Napa	73,850	152
Erie	72,526	153
Visalia - Tulare - Porterville	72,327	154
Aurora - Elgin	70,838	155
Longview - Marshall	69,372	156
Macon - Warner Robins	68,418	157
Rockford	68,144	158
Joliet	67,007	159
Charleston, W.Va.	66,837	160
Huntsville	66,141	161
South Bend - Mishawaka	66,042	162
Appleton - Oshkosh - Neenah	65,613	163
Roanoke	65,055	164
Odessa	64,843	165
Burlington, N.C.	64,279	166
Lakeland - Winter Haven	64,024	167
Asheville	63,508	168
Hickory	62,832	169
Salem, Ore.	62,016	170
Eugene - Springfield	61,608	171
Springfield, Mo.	61,388	172
Boulder - Longmont	61,070	173
Daytona Beach	60,993	174
Monroe	60,973	175
Springfield, Ill.	60,095	176
New London - Norwich	58,285	177
Tyler	57,694	178
Burlington, Vt.	57,649	179
Santa Cruz	55,918	180
Terre Haute	54,912	181
Niagara Falls	54,565	182
Fort Myers - Cape Coral	54,363	183
Alexandria, La.	54,267	184
Columbus, Ga.	53,764	185
Waco	53,570	186
Abilene	53,408	187
Duluth	53,402	188
Lake Charles	53,282	189
Midland, Tex.	53,032	190
Yakima	52,503	191
Green Bay	52,064	192
Wilmington, N.C.	51,751	193
Lincoln	51,649	194
Charlottesville	51,320	195
Melbourne - Titusville - Palm Bay	50,736	196
Fayetteville, N.C.	50,306	197
Pensacola	50,254	198
Naples	49,903	199
Pittsfield	48,034	200
Total Top 200	57,488,346	
Champaign - Urbana - Rantoul	47,701	201
Houma - Thibodaux	46,746	202
Gainesville	45,084	203
Tuscaloosa	44,025	204
Altoona	43,722	205
Fort Pierce	43,283	206
Bryan - College Station	43,276	207
Fort Smith	43,247	208
Killeen - Temple	43,068	209
Tallahassee	42,953	210
Sioux Falls	42,804	211
Wheeling	42,062	212
Williamsport	41,375	213
Boise	41,356	214
Santa Fe	41,230	215
Texarkana	41,124	216
Fort Collins - Loveland	41,016	217
Cedar Rapids	40,546	218
Billings	40,526	219
Brazoria	40,408	220
Lorain - Elyria	39,848	221
Waterloo - Cedar Falls	39,563	222
Biloxi - Gulfport	39,539	223
Dothan	39,145	224
Decatur	39,118	225
Fargo - Moorhead	38,620	226
Johnstown	38,421	227
Wichita Falls	38,164	228
Rochester, Minn.	38,024	229
Provo - Orem	37,684	230
San Angelo	37,631	231
Chico	37,503	232
Bloomington - Normal	37,400	233
Bangor	37,395	234
Anderson, Ind.	37,251	235
Bradenton	36,481	236
Racine	36,365	237
Vineland - Millville - Bridgeton	35,703	238
Elkhart - Goshen	35,650	239
Topeka	35,646	240
Florence, Ala.	35,538	241
Albany, Ga.	35,291	242
Kokomo	35,288	243
Lynchburg	34,949	244
Lima	34,690	245
Benton Harbor	34,459	246
Jackson, Tenn.	34,353	247
Florence, S.C.	34,151	248
Joplin	34,083	249
Sioux City	33,881	250
Total Top 250	59,615,640	
Danville, Va.	33,644	251
Victoria	33,484	252
Athens	33,355	253
Ocala	33,161	254
Eau Claire	33,121	255
Vancouver	32,853	256
Glens Falls	32,681	257
St. Cloud	32,579	258
Bloomington, Ind.	32,483	259
Parkersburg - Marietta	32,318	260
Richland - Kennewick - Pasco	32,161	261
Olympia	32,130	262
Mansfield	32,110	263
Janesville - Beloit	32,073	264
Beaver County, Pa.	31,939	265
Muncie	31,497	266
Lafayette - West Lafayette	31,190	267
Anderson, S.C.	30,528	268
La Crosse	30,399	269
Columbia, Mo.	30,376	270
Lawton	30,212	271
Anniston	30,158	272
Medford	29,900	273
Redding	29,775	274
Casper	29,548	275
Elmira	29,484	276
Muskegon	29,376	277
Enid	29,356	278
Pueblo	28,971	279
Jackson, Mich.	28,615	280
Pine Bluff	27,936	281
Panama City	27,501	282
Sherman - Denison	27,285	283
Sharon	27,090	284
Hagerstown	27,029	285
Bellingham	26,300	286
Bismarck	25,954	287
Rapid City	25,613	288
Pascagoula	25,529	289
Fort Walton Beach	25,357	290
Cheyenne	25,288	291
Battle Creek	24,890	292
Las Cruces	24,848	293
Hamilton - Middletown	24,756	294
Owensboro	24,594	295
Bremerton	24,286	296
Dubuque	24,069	297
State College	24,067	298
Steubenville - Weirton	23,412	299
Clarksville - Hopkinsville	23,325	300
Yuba City	23,217	301
Kankakee	23,080	302
Wausau	23,026	303
Fayetteville - Springdale	22,986	304
St. Joseph	22,846	305
Grand Forks	22,663	306
Merced	22,437	307
Gadsden	22,237	308
Cumberland	21,364	309
Great Falls	20,548	310
Lewiston - Auburn	20,507	311
Greeley	20,007	312
Kenosha	19,801	313
Iowa City	19,006	314
Lawrence, Kans.	15,111	315
Jacksonville, N.C.	13,240	316
Sheboygan	12,368	317
Total Above Areas	61,488,710	
Percent of U.S.	85.6049	
U.S. Total	71,818,974	

GASOLINE SERVICE STATION SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,538,874	1
Chicago	2,279,231	2
Detroit	2,277,822	3
Philadelphia	1,977,001	4
Boston - Lawrence - Salem - Lowell - Brockton	1,885,439	5
Washington	1,853,132	6
Houston	1,607,184	7
New York	1,583,743	8
St. Louis	1,421,583	9
Minneapolis - St. Paul	1,414,559	10
Atlanta	1,414,103	11
Dallas	1,330,305	12
Nassau - Suffolk	1,154,242	13
Cleveland	1,071,518	14
Baltimore	987,443	15
Anaheim - Santa Ana	965,678	16
Pittsburgh	910,693	17
Phoenix	906,351	18
San Diego	881,021	19
Kansas City	855,325	20
Indianapolis	843,165	21
Newark	839,868	22
Denver	831,122	23
Riverside - San Bernardino	809,039	24
Miami - Hialeah	807,194	25
Oakland	798,042	26
Cincinnati	772,199	27
Tampa - St. Petersburg - Clearwater	770,108	28
Columbus, Ohio	757,531	29
Bergen - Passaic	751,756	30
Seattle	734,071	31
San Francisco	696,631	32
San Jose	642,575	33
Memphis	632,973	34
Hartford - New Britain - Middletown - Bristol	631,095	35
Milwaukee	617,308	36
New Orleans	607,277	37
Sacramento	566,756	38
Middlesex - Somerset - Hunterdon	560,038	39
Nashville	548,504	40
Fort Worth - Arlington	543,598	41
San Antonio	542,623	42
Fort Lauderdale - Hollywood - Pompano Beach	522,189	43
Louisville	514,542	44
Dayton - Springfield	507,806	45
Norfolk - Virginia Beach - Newport News	493,450	46
Bridgeport - Stamford - Norwalk - Danbury	490,993	47
Portland, Ore.	486,897	48
Monmouth - Ocean	463,492	49
Toledo	457,131	50
Total Top 50	49,565,220	
Richmond - Petersburg	437,552	51
Orlando	408,128	52
Oklahoma City	406,884	53
Rochester, N.Y.	405,042	54
Gary - Hammond	403,476	55
Salt Lake City - Ogden	401,102	56
Providence - Pawtucket - Woonsocket	400,522	57
Charlotte - Gastonia - Rock Hill	398,477	58
Jacksonville, Fla.	380,866	59
Albany - Schenectady - Troy	373,830	60
Knoxville	373,673	61
Harrisburg - Lebanon - Carlisle	362,802	62
New Haven - Waterbury - Meriden	362,352	63
Akron	358,521	64
Greensboro - Winston-Salem - High Point	356,872	65
Buffalo	352,139	66
Omaha	345,770	67
Las Vegas	334,761	68
Birmingham	325,192	69
West Palm Beach - Boca Raton - Delray Beach	323,306	70
Allentown - Bethlehem	319,575	71
Grand Rapids	303,896	72
Honolulu	299,679	73
Tulsa	299,010	74
Wilmington, Del.	297,742	75
Worcester - Fitchburg - Leominster	292,044	76
Youngstown - Warren	289,996	77
Springfield, Mass.	285,905	78
Greenville - Spartanburg	279,707	79
Scranton - Wilkes-Barre	273,780	80
Austin	267,573	81
Bakersfield	252,781	82
Chattanooga	249,771	83
Saginaw - Bay City - Midland	245,936	84
Tucson	245,857	85
Little Rock - North Little Rock	239,844	86
Syracuse	230,379	87
Raleigh - Durham	224,928	88
Baton Rouge	222,063	89
Lansing - East Lansing	220,482	90
Flint	219,320	91
Oxnard - Ventura	215,796	92
Canton	212,811	93
Jersey City	211,864	94
Columbia, S.C.	210,692	95
Lake County, Ill.	208,948	96
Santa Barbara - Santa Maria - Lompoc	207,572	97
Tacoma	206,508	98
Corpus Christi	205,807	99
Fresno	205,533	100
Total Top 100	64,812,286	
Albuquerque	203,450	101
Davenport - Rock Island - Moline	200,120	102
Des Moines	199,641	103
Beaumont - Port Arthur	198,592	104
New Bedford - Fall River - Attleboro	198,469	105
Joliet	196,469	106
Mobile	194,762	107
Fort Wayne	192,347	108
Lexington-Fayette	191,670	109
Jackson, Miss.	186,423	110
Wichita	183,607	111
Madison	180,953	112
Shreveport	180,681	113
Reno	172,300	114
Ann Arbor	168,400	115
Trenton	166,028	116
Manchester - Nashua	164,863	117
Charleston, S.C.	163,204	118
Stockton	162,405	119
Erie	157,845	120
Vallejo - Fairfield - Napa	157,748	121
El Paso	157,688	122
Peoria	157,651	123
Atlantic City	154,268	124
Santa Rosa - Petaluma	153,807	125
Aurora - Elgin	153,427	126
Portsmouth - Dover - Rochester	151,032	127
Huntington - Ashland	149,535	128
Augusta	148,981	129
Evansville	145,670	130
New London - Norwich	145,048	131
Colorado Springs	144,101	132
Salinas - Seaside - Monterey	141,092	133
Lorain - Elyria	140,208	134
Johnson City - Kingsport - Bristol	138,061	135
Duluth	137,714	136
York	137,697	137
Orange County, N.Y.	136,938	138
Rockford	134,197	139
Anchorage	133,239	140
Melbourne - Titusville - Palm Bay	132,573	141
Lakeland - Winter Haven	131,790	142
Charleston, W.Va.	131,675	143
Reading	130,586	144
Montgomery	129,386	145
Spokane	126,333	146
Appleton - Oshkosh - Neenah	123,848	147
Roanoke	123,087	148
Utica - Rome	122,000	149
South Bend - Mishawaka	121,944	150
Total Top 150	72,368,839	
Lancaster	121,622	151
Daytona Beach	121,064	152
Lima	119,540	153
Binghamton	118,474	154
Hamilton - Middletown	117,656	155
Kalamazoo	116,419	156
Modesto	112,785	157
Pensacola	111,718	158
Lafayette, La.	111,586	159
Benton Harbor	110,265	160
Macon - Warner Robins	108,944	161
Ocala	108,773	162
Muncie	107,223	163
Fargo - Moorhead	106,641	164
Portland, Me.	103,506	165
Sarasota	103,480	166
Visalia - Tulare - Porterville	103,357	167
Boulder - Longmont	102,104	168
Savannah	101,291	169
Fort Myers - Cape Coral	98,686	170
Columbus, Ga.	97,291	171
Poughkeepsie	96,213	172
Galveston - Texas City	95,093	173
Eugene - Springfield	94,542	174
Springfield, Ill.	93,458	175
Wheeling	93,038	176
Midland, Tex.	92,621	177
Terre Haute	90,977	178
Battle Creek	88,208	179
Salem, Ore.	86,600	180
Mansfield	86,220	181
Fayetteville, N.C.	85,152	182
Parkersburg - Marietta	84,628	183
Merced	84,515	184
Asheville	84,268	185
Springfield, Mo.	84,027	186
Redding	83,480	187
St. Cloud	83,322	188
Champaign - Urbana - Rantoul	83,143	189
Lincoln	81,437	190
Johnstown	81,358	191
Janesville - Beloit	81,285	192
Green Bay	80,964	193
Fort Pierce	80,869	194
Tallahassee	80,680	195
Anderson, Ind.	79,433	196
Provo - Orem	79,277	197
Sioux Falls	77,433	198
Gainesville	77,260	199
Pittsfield	77,018	200
Total Top 200	77,134,783	
Bloomington - Normal	76,247	201
Fort Smith	76,002	202
Santa Cruz	73,688	203
Tyler	73,165	204
Boise	73,068	205
Amarillo	72,705	206
Abilene	72,366	207
Beaver County, Pa.	72,362	208
Jackson, Mich.	72,119	209
Kokomo	71,790	210
Bradenton	71,265	211
Waco	71,211	212
Joplin	70,880	213
Muskegon	70,776	214
Racine	69,582	215
Topeka	69,425	216
Lake Charles	69,012	217
Kenosha	68,698	218
Longview - Marshall	68,153	219
Steubenville - Weirton	68,023	220
Elkhart - Goshen	67,311	221
Huntsville	66,852	222
Fort Collins - Loveland	66,743	223
Richland - Kennewick - Pasco	65,717	224
Rochester, Minn.	65,256	225
Cedar Rapids	65,120	226
Biloxi - Gulfport	64,704	227
Las Cruces	64,598	228
Lynchburg	64,548	229
Eau Claire	64,014	230
Waterloo - Cedar Falls	63,864	231
Bangor	63,839	232
Houma - Thibodaux	63,830	233
Lafayette - West Lafayette	62,868	234
Yakima	62,236	235
Texarkana	62,194	236
Burlington, N.C.	62,068	237
Decatur	61,722	238
Florence, S.C.	60,835	239
Sioux City	60,572	240
Killeen - Temple	59,746	241
Cheyenne	59,663	242
Naples	58,888	243
Tuscaloosa	58,887	244
Billings	58,705	245
Vineland - Millville - Bridgeton	57,575	246
Lubbock	57,337	247
McAllen - Edinburg - Mission	56,199	248
Charlottesville	55,281	249
Bismarck	55,113	250
Total Top 250	80,421,838	
Dothan	55,063	251
Wichita Falls	54,759	252
Glens Falls	52,750	253
Anderson, S.C.	52,166	254
Brazoria	52,083	255
Olympia	51,650	256
Fort Walton Beach	51,591	257
Niagara Falls	51,183	258
Brownsville - Harlingen	50,778	259
Rapid City	50,292	260
Odessa	49,948	261
Bryan - College Station	49,401	262
Medford	49,379	263
Victoria	49,331	264
Vancouver	48,575	265
Alexandria, La.	48,524	266
Florence, Ala.	48,461	267
Altoona	47,139	268
Hagerstown	46,733	269
Hickory	46,715	270
Panama City	46,142	271
Cumberland	46,100	272
Sharon	45,680	273
Wausau	45,397	274
Bremerton	45,185	275
Bloomington, Ind.	44,962	276
Burlington, Vt.	44,643	277
Pueblo	44,634	278
Clarksville - Hopkinsville	43,660	279
Greeley	43,286	280
Chico	43,090	281
Jackson, Tenn.	42,187	282
La Crosse	41,992	283
Athens	41,979	284
St. Joseph	41,698	285
Bellingham	41,280	286
Columbia, Mo.	40,980	287
State College	40,201	288
Elmira	40,017	289
Lewiston - Auburn	39,551	290
Santa Fe	39,167	291
Iowa City	36,894	292
Casper	36,595	293
Owensboro	36,473	294
Fayetteville - Springdale	36,245	295
Pascagoula	35,240	296
Wilmington, N.C.	35,010	297
Dubuque	34,516	298
Grand Forks	33,970	299
Sheboygan	33,968	300
Laredo	33,518	301
Great Falls	32,609	302
Monroe	32,311	303
Albany, Ga.	31,970	304
Sherman - Denison	31,879	305
Yuba City	31,319	306
Anniston	30,159	307
Kankakee	30,013	308
Lawrence, Kans.	29,611	309
Williamsport	29,308	310
Danville, Va.	27,380	311
Enid	27,320	312
Pine Bluff	25,477	313
San Angelo	24,739	314
Gadsden	21,874	315
Jacksonville, N.C.	19,108	316
Lawton	18,406	317
Total Above Areas	80,128,986	
Percent of U.S.	78.2701	
U.S. Total	105,668,587	

BUILDING MATERIALS AND HARDWARE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,858,637	1
Houston	1,415,795	2
Chicago	1,364,690	3
New York	1,345,601	4
Philadelphia	1,313,137	5
Boston - Lawrence - Salem - Lowell - Brockton	1,217,998	6
Detroit	1,099,905	7
Atlanta	1,087,714	8
Nassau - Suffolk	1,019,174	9
Dallas	903,173	10
Washington	819,209	11
Minneapolis - St. Paul	764,977	12
St. Louis	760,142	13
Anaheim - Santa Ana	688,651	14
Denver	674,983	15
Oklahoma City	633,012	16
Riverside - San Bernardino	601,610	17
Phoenix	580,144	18
Tampa - St. Petersburg - Clearwater	577,523	19
Baltimore	543,893	20
Oakland	526,672	21
Pittsburgh	524,274	22
San Diego	522,138	23
Fort Worth - Arlington	518,494	24
San Francisco	503,287	25
Newark	501,972	26
Miami - Hialeah	501,871	27
Seattle	496,047	28
San Antonio	463,007	29
Kansas City	447,931	30
Austin	447,293	31
Bergen - Passaic	436,631	32
New Orleans	425,131	33
Sacramento	423,999	34
Cleveland	416,287	35
San Jose	403,358	36
Charlotte - Gastonia - Rock Hill	390,446	37
Orlando	371,199	38
Indianapolis	366,872	39
Cincinnati	366,273	40
Norfolk - Virginia Beach - Newport News	347,184	41
Hartford - New Britain - Middletown - Bristol	328,151	42
Columbus, Ohio	322,479	43
Bridgeport - Stamford - Norwalk - Danbury	317,631	44
Tulsa	304,185	45
Anchorage	302,872	46
Monmouth - Ocean	302,384	47
Fort Lauderdale - Hollywood - Pompano Beach	296,286	48
Middlesex - Somerset - Hunterdon	295,029	49
Salt Lake City - Ogden	291,980	50
Total Top 50	31,420,731	
Greensboro - Winston-Salem - High Point	286,961	51
Milwaukee	286,075	52
Baton Rouge	270,760	53
Rochester, N.Y.	254,339	54
West Palm Beach - Boca Raton - Delray Beach	248,083	55
Jacksonville, Fla.	239,674	56
Providence - Pawtucket - Woonsocket	235,435	57
Portland, Ore.	232,267	58
Louisville	229,753	59
New Haven - Waterbury - Meriden	228,977	60
Albany - Schenectady - Troy	228,187	61
Raleigh - Durham	218,795	62
Greenville - Spartanburg	218,326	63
Omaha	217,535	64
Richmond - Petersburg	216,593	65
Akron	214,912	66
Nashville	208,814	67
Grand Rapids	205,364	68
Knoxville	204,501	69
Dayton - Springfield	201,515	70
Little Rock - North Little Rock	198,493	71
Memphis	197,909	72
Las Vegas	196,440	73
Harrisburg - Lebanon - Carlisle	190,279	74
Scranton - Wilkes-Barre	189,690	75
Springfield, Mass.	188,731	76
Tacoma	185,522	77
Buffalo	184,557	78
Wichita	184,342	79
Birmingham	176,650	80
Syracuse	174,159	81
Lafayette, La.	170,989	82
Allentown - Bethlehem	167,447	83
Portsmouth - Dover - Rochester	158,720	84
Albuquerque	157,400	85
El Paso	156,507	86
Corpus Christi	154,516	87
Worcester - Fitchburg - Leominster	154,049	88
Shreveport	153,249	89
McAllen - Edinburg - Mission	152,696	90
Santa Rosa - Petaluma	150,164	91
Beaumont - Port Arthur	148,821	92
Gary - Hammond	148,331	93
Tucson	147,348	94
Odessa	145,807	95
Lancaster	145,176	96
Wilmington, Del.	142,800	97
Oxnard - Ventura	141,524	98
Toledo	138,909	99
Fresno	138,778	100
Total Top 100	41,017,680	
Lakeland - Winter Haven	138,667	101
Manchester - Nashua	138,226	102
Lake Charles	138,053	103
Columbia, S.C.	137,404	104
Bakersfield	137,136	105
Charleston, S.C.	137,068	106
Colorado Springs	137,041	107
Midland, Tex.	135,939	108
Santa Barbara - Santa Maria - Lompoc	135,195	109
Sarasota	133,540	110
Amarillo	132,157	111
Portland, Me.	131,352	112
Flint	130,025	113
Lubbock	129,607	114
Lake County, Ill.	129,451	115
Abilene	129,091	116
York	127,043	117
Johnson City - Kingsport - Bristol	125,964	118
Mobile	123,944	119
Fort Pierce	121,436	120
Canton	120,050	121
Augusta	119,489	122
Fort Myers - Cape Coral	118,434	123
Youngstown - Warren	116,287	124
Melbourne - Titusville - Palm Bay	116,025	125
Galveston - Texas City	115,762	126
Daytona Beach	115,608	127
Saginaw - Bay City - Midland	114,438	128
Aurora - Elgin	112,065	129
Atlantic City	111,655	130
Lansing - East Lansing	111,580	131
Evansville	110,145	132
Ocala	108,996	133
Honolulu	108,834	134
New Bedford - Fall River - Attleboro	106,923	135
Des Moines	106,500	136
Brownsville - Harlingen	106,435	137
Stockton	104,721	138
Boulder - Longmont	101,100	139
Jersey City	100,009	140
Duluth	99,810	141
Reno	99,286	142
Fort Wayne	99,161	143
Modesto	98,107	144
Vallejo - Fairfield - Napa	97,614	145
Orange County, N.Y.	97,477	146
Chattanooga	97,173	147
New London - Norwich	96,083	148
Santa Cruz	95,117	149
Hickory	94,399	150
Total Top 150	46,866,022	
Pensacola	93,722	151
Davenport - Rock Island - Moline	92,976	152
Longview - Marshall	92,188	153
Charleston, W.Va.	92,104	154
Salinas - Seaside - Monterey	90,387	155
Waco	88,961	156
Fort Collins - Loveland	88,736	157
Asheville	88,585	158
Brazoria	87,925	159
Ann Arbor	87,681	160
Madison	87,227	161
Jackson, Miss.	85,857	162
Houma - Thibodaux	85,762	163
Tallahassee	85,631	164
Spokane	85,399	165
Huntington - Ashland	84,969	166
Visalia - Tulare - Porterville	84,825	167
Rockford	84,605	168
Peoria	84,509	169
Joliet	83,573	170
St. Cloud	83,120	171
Trenton	77,991	172
Springfield, Mo.	77,977	173
Wichita Falls	77,364	174
Appleton - Oshkosh - Neenah	77,292	175
Fort Smith	77,087	176
Johnstown	76,625	177
Macon - Warner Robins	76,100	178
Billings	75,175	179
Lexington-Fayette	74,900	180
Poughkeepsie	74,789	181
Utica - Rome	74,080	182
Tyler	73,713	183
Fayetteville, N.C.	71,522	184
Gainesville	70,749	185
Bryan - College Station	70,723	186
Burlington, Vt.	70,201	187
Kalamazoo	69,392	188
Reading	68,937	189
Savannah	68,412	190
Naples	67,743	191
Springfield, Ill.	66,212	192
Laredo	65,349	193
Chico	64,401	194
Bradenton	64,291	195
Pittsfield	64,147	196
Erie	64,111	197
Monroe	63,447	198
Killeen - Temple	62,738	199
San Angelo	62,736	200
Total Top 200	50,752,968	
Montgomery	61,651	201
Lincoln	61,357	202
Wilmington, N.C.	61,291	203
Roanoke	60,970	204
Eugene - Springfield	60,710	205
Binghamton	60,351	206
Topeka	60,229	207
Terre Haute	59,121	208
Redding	58,915	209
Cedar Rapids	58,769	210
Huntsville	57,950	211
Fort Walton Beach	57,892	212
Sherman - Denison	57,105	213
Provo - Orem	56,796	214
Florence, S.C.	56,783	215
Alexandria, La.	56,772	216
Bangor	56,638	217
Salem, Ore.	56,048	218
State College	55,751	219
Anderson, S.C.	55,699	220
Eau Claire	55,072	221
Champaign - Urbana - Rantoul	54,381	222
Texarkana	53,312	223
Charlottesville	53,206	224
South Bend - Mishawaka	53,055	225
Victoria	52,607	226
Fargo - Moorhead	52,401	227
Santa Fe	50,872	228
Green Bay	50,672	229
Boise	50,506	230
Hagerstown	48,955	231
Parkersburg - Marietta	48,584	232
Muncie	48,273	233
Biloxi - Gulfport	47,915	234
Bremerton	47,629	235
Fayetteville - Springdale	47,460	236
Rochester, Minn.	47,206	237
Lynchburg	46,970	238
Elkhart - Goshen	46,316	239
Lorain - Elyria	46,271	240
Athens	46,259	241
Bellingham	45,829	242
Sioux Falls	45,632	243
Sioux City	44,838	244
Bloomington - Normal	44,239	245
Wheeling	43,400	246
Altoona	43,139	247
Tuscaloosa	43,095	248
Benton Harbor	43,008	249
Lima	42,626	250
Total Top 250	53,367,494	
Yakima	42,251	251
Glens Falls	42,201	252
Lafayette - West Lafayette	42,038	253
Olympia	41,397	254
Yuba City	41,311	255
Clarksville - Hopkinsville	41,128	256
Decatur	40,989	257
Hamilton - Middletown	40,936	258
Racine	40,774	259
Jackson, Mich.	40,577	260
Jackson, Tenn.	40,013	261
Wausau	39,702	262
Columbus, Ga.	39,320	263
Mansfield	39,308	264
Merced	38,870	265
Jacksonville, N.C.	38,694	266
Waterloo - Cedar Falls	38,576	267
Dothan	38,468	268
Joplin	38,172	269
Burlington, N.C.	37,869	270
Steubenville - Weirton	37,553	271
Casper	37,491	272
Pueblo	37,393	273
Muskegon	37,306	274
Pine Bluff	37,188	275
Richland - Kennewick - Pasco	37,049	276
Rapid City	36,877	277
Albany, Ga.	36,766	278
Niagara Falls	36,686	279
Greeley	36,323	280
Panama City	35,895	281
Kokomo	35,524	282
Owensboro	34,763	283
Lawton	34,422	284
Vancouver	34,397	285
Beaver County, Pa.	34,038	286
Florence, Ala.	33,327	287
Janesville - Beloit	32,840	288
Williamsport	32,097	289
La Crosse	32,026	290
Columbia, Mo.	31,516	291
Sharon	31,466	292
Battle Creek	30,483	293
Enid	30,351	294
Medford	30,166	295
Bismarck	30,091	296
Anderson, Ind.	29,709	297
Sheboygan	29,619	298
Vineland - Millville - Bridgeton	29,127	299
Danville, Va.	28,982	300
Cheyenne	27,589	301
Kankakee	27,281	302
Iowa City	26,712	303
Las Cruces	25,872	304
Bloomington, Ind.	25,324	305
Anniston	24,983	306
Lewiston - Auburn	24,901	307
Dubuque	24,147	308
Cumberland	24,139	309
Great Falls	22,878	310
Elmira	22,336	311
St. Joseph	21,471	312
Grand Forks	21,029	313
Gadsden	20,799	314
Kenosha	20,649	315
Pascagoula	20,363	316
Lawrence, Kan.	18,025	317
Total Above Areas	55,581,069	
Percent of U.S.	74.0828	
U.S. Total	74,858,377	

Alphabetical listing of S&MM metropolitan markets for the 1986 Survey of Buying Power

The 317 Sales and Marketing Management metropolitan markets, along with their component counties, are listed here in alphabetical order, without regard for states or regions. They are shown here for the benefit of the many readers who compile alphabetical lists for their worksheets, or for those needing a quick reference guide that shows a metro's geographic makeup.

These metro area definitions conform to the most recent revisions announced by the Office of Management and Budget (OMB). While OMB has designated individual markets as either Metropolitan Statistical Areas (MSAs) or Primary Metropolitan Statistical Areas (PMSAs), the list shown here ignores the formal distinctions and groups the two types together in the interests of simplicity and consistency. S&MM still adheres to OMB's county-based definitions for all metro areas, with the exception of New England. Here, OMB uses cities and towns for defining New England metros, while S&MM uses full counties, since more data for intercensal years are available on that basis, and marketers use these geographical units to design their sales territories. The Definition of Terms, on page C-3, describes the different metropolitan designations used by OMB.

Caution: Readers who make year-to-year comparisons of metro area data should be careful when comparing county composition in this year's *Survey* with that of previous issues. Besides making changes in more than 80 markets, OMB recently created a number of new metros.

The area name appears in **boldface type,** component counties in lightface type.

Abilene, TX — Taylor
Akron, OH — Portage, Summit*
Albany, GA — Dougherty*, Lee
Albany - Schenectady - Troy, NY — Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*
Albuquerque, NM — Bernalillo
Alexandria, LA — Rapides
Allentown - Bethlehem, PA —
  New Jersey Portion — Warren
  Pennsylvania Portion — Carbon, Lehigh*, Northampton
Altoona, PA — Blair
Amarillo, TX — Potter*, Randall
Anaheim - Santa Ana, CA — Orange
Anchorage, AK — Anchorage
Anderson, IN — Madison
Anderson, SC — Anderson
Ann Arbor, MI — Washtenaw
Anniston, AL — Calhoun
Appleton - Oshkosh — Neenah, WI — Calumet, Outagamie*, Winnebago*
Asheville, NC — Buncombe
Ashland, KY (See Huntington - Ashland)
Athens, GA — Clarke*, Jackson, Madison, Oconee
Atlanta, GA — Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ — Atlantic, Cape May
Attleboro, MA (See New Bedford - Fall River - Attleboro)
Auburn, ME (See Lewiston - Auburn)
Augusta, GA —
  George Portion — Columbia, McDuffie, Richmond*
  South Carolina Portion — Aiken
Aurora - Elgin, IL — Kane*, Kendall
Austin, TX — Hays, Travis*, Williamson*
Bakersfield, CA — Kern
Baltimore, MD — Anne Arundel, Baltimore, Baltimore City* Carroll, Hartford, Howard, Queen Anne's
Bangor, ME — Penobscot
Baton Rouge, LA — Ascension, East Baton Rouge*, Livingston, West Baton Rouge
Battle Creek, MI — Calhoun
Bay City, MI (See Saginaw - Bay City - Midland)
Beaumont - Port Arthur, TX — Hardin, Jefferson*, Orange
Beaver County, PA — Beaver
Bellingham, WA — Whatcom
Beloit, WI (See Janesville - Beloit)
Benton Harbor, MI — Berrien
Bergen - Passaic, NJ - Bergen, Passaic*
Bethlehem, PA (See Allentown - Bethlehem)
Billings, MT — Yellowstone
Biloxi- Gulfport, MS — Hancock, Harrison*
Binghamton, NY — Broome*, Tioga
Birmingham, AL — Blount, Jefferson*, St. Clair, Shelby, Walker
Bismarck, ND — Burleigh*, Morton
Bloomington, IN — Monroe
Bloomington - Normal, IL — McLean
Boca Raton, FL (See West Palm Beach - Boca Raton - Delray Beach)
Boise, ID — Ada
Boston - Lawrence - Salem - Lowell - Brockton, MA — Essex*, Middlesex*, Norfolk, Plymouth*, Suffolk*
Boulder - Longmont, CO — Boulder
Bradenton, FL — Manatee
Brazoria, TX — Brazoria
Bremerton, WA — Kitsap
Bridgeport - Stamford - Norwalk - Danbury, CT — Fairfield
Bridgeton, NJ (See Vineland - Millville - Bridgeton)
Bristol, CT (See Hartford - New Britain - Middletown - Bristol)
Bristol, TN (See Johnson City - Kingsport - Bristol)
Brockton, MA (See Boston - Lawrence - Salem - Lowell - Brockton)
Brownsville - Harlingen, TX — Cameron
Bryan - College Station, TX — Brazos
Buffalo, NY — Erie

BUFFALO - NIAGARA FALLS CONSOLIDATED AREA — Metro Areas: Buffalo, Niagara Falls
Burlington, NC — Alamance
Burlington, VT — Chittenden*, Grand Isle
Canton, OH — Carroll, Stark*
Casper, WY — Natrona
Cedar Falls, IA — (See Waterloo - Cedar Falls)
Cedar Rapids, IA — Linn
Champaign - Urbana - Rantoul, IL — Champaign
Charleston, SC — Berkeley, Charleston*, Dorchester
Charleston, WV — Kanawha*, Putnam
Charlotte - Gastonia - Rock Hill, NC - SC —
  North Carolina Portion — Cabarrus, Gaston*, Lincoln, Mecklenburg*, Rowan, Union,
  South Carolina Portion — York*
Charlottesville, VA — Albermarle, Charlottesville*, Fluvanna, Greene
Chattanooga, TN —
  Georgia Portion — Catoosa, Dade, Walker
  Tennessee Portion — Hamilton*, Marion, Sequatchie
Cheyenne, WY — Laramie
Chicago, IL — Cook*, DuPage, McHenry

CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA — Metro Areas: Aurora - Elgin, Chicago, IL; Gary - Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL
Chico, CA — Butte
Cincinnati, OH —
  Indiana Portion — Dearborn
  Kentucky Portion — Boone, Campbell, Kenton
  Ohio Portion — Clermont, Hamilton*, Warren
CINCINNATI - HAMILTON CONSOLIDATED AREA — Metro Areas: Cincinnati, Hamilton - Middletown, OH
Clarksville - Hopkinsville, TN - KY —
  Kentucky Portion — Christian*
  Tennessee Portion — Montgomery*
Clearwater, FL (See Tampa - St. Petersburg - Clearwater)
Cleveland, OH — Cuyahoga*, Geauga, Lake, Medina

CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA — Metro Areas: Akron, Cleveland, Lorain - Elyria, OH
College Station, TX (See Bryan - College Station)
Colorado Springs, CO — El Paso
Columbia, MO — Boone
Columbia, SC — Lexington, Richland*
Columbus, GA —
  Alabama Portion — Russell
  Georgia Portion — Chattahoochee, Muscogee*
Columbus, OH — Delaware, Fairfield, Franklin*, Licking, Madison, Pickaway, Union
Corpus Christi, TX — Nueces*, San Patricio
Cumberland, MD —
  Maryland Portion — Allegany*
  West Virginia Portion — Mineral
Dallas, TX — Collin, Dallas*, Denton, Ellis, Kaufman, Rockwall

DALLAS - FORT WORTH CONSOLIDATED AREA — Metro Areas: Dallas, Fort Worth - Arlington, TX
Danbury, CT (See Bridgeport - Stamford - Norwalk - Danbury)
Danville, VA — Danville*, Pittsylvania
Davenport - Rock Island - Moline, IL - IA —
  Illinois Portion — Henry, Rock Island*
  Iowa Portion — Scott*
Dayton - Springfield, OH — Clark*, Greene, Miami, Montgomery*
Daytona Beach, FL — Volusia
Decatur, IL — Macon
Delray Beach, FL (See West Palm Beach - Boca Raton - Delray Beach)
Denison, TX (See Sherman - Denison)
Denver, CO — Adams, Arapahoe, Denver*, Douglas, Jefferson

DENVER - BOULDER CONSOLIDATED AREA — Metro Areas: Boulder - Longmont, Denver, CO

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- **Des Moines, IA** — Dallas, Polk*, Warren
- **Detroit, MI** — Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne*

DETROIT - ANN ARBOR CONSOLIDATED AREA — Metro Areas: Ann Arbor, Detroit, MI

- **Dothan, AL** — Dale, Houston*
- **Dubuque, IA** — Dubuque
- **Duluth, MN** —
  - **Minnesota Portion** — St. Louis*
  - **Wisconsin Portion** — Douglas
- **Durham, NC** (See Raleigh - Durham)
- **East Lansing, MI** (See Lansing - East Lansing)
- **Eau Claire, WI** — Chippewa, Eau Claire*
- **Edinburg, TX** (See McAllen - Edinburg - Mission)
- **El Paso, TX** — El Paso
- **Elgin, IL** (See Aurora - Elgin)
- **Elkhart - Goshen, IN** — Elkhart
- **Elmira, NY** — Chemung
- **Elyria, OH** (See Lorain - Elyria)
- **Enid, OK** — Garfield
- **Erie, PA** — Erie
- **Eugene - Springfield, OR** — Lane
- **Evansville, IN** —
  - **Indiana Portion** — Posey, Vanderburgh*, Warrick
  - **Kentucky Portion** — Henderson
- **Fairfield, CA** (See Vallejo - Fairfield - Napa)
- **Fall River, MA** (See New Bedford - Fall River - Attleboro)
- **Fargo - Moorhead, ND - MN** —
  - **Minnesota Portion** — Clay*
  - **North Dakota Portion** — Cass*
- **Fayetteville, NC** — Cumberland
- **Fayetteville-Springdale, AR** — Washington
- **Fitchburg, MA** (See Worcester - Fitchburg - Leominster)
- **Flint, MI** — Genesee
- **Florence, AL** — Colbert, Lauderdale*
- **Florence, SC** — Florence
- **Fort Collins - Loveland, CO** — Larimer
- **Fort Lauderdale - Hollywood - Pompano Beach, FL** — Broward
- **Fort Myers - Cape Coral, FL** — Lee
- **Fort Pierce, FL** — Martin, St. Lucie*
- **Fort Smith, AR** —
  - **Arkansas Portion** — Crawford, Sebastian*
  - **Oklahoma Portion** — Sequoyah
- **Fort Walton Beach, FL** — Okaloosa
- **Fort Wayne, IN** — Allen*, DeKalb, Whitley
- **Fort Worth - Arlington, TX** — Johnson, Parker, Tarrant*
- **Fresno, CA** — Fresno
- **Gadsden, AL** — Etowah
- **Gainesville, FL** — Alachua*, Bradford
- **Galveston - Texas City, TX** — Galveston
- **Gary - Hammond, IN** — Lake*, Porter
- **Gastonia, NC** (See Charlotte - Gastonia - Rock Hill)
- **Glens Falls, NY** — Warren*, Washington
- **Goshen, IN** (See Elkhart - Goshen)
- **Grand Forks, ND** - Grand Forks
- **Grand Rapids, MI** — Kent*, Ottawa
- **Great Falls, MT** — Cascade
- **Greeley, CO** — Weld
- **Green Bay, WI** — Brown
- **Greensboro - Winston-Salem - High Point, NC** — Davidson, Davie, Forsyth*, Guilford*, Randolph, Stokes, Yadkin
- **Greenville - Spartanburg, SC** — Greenville*, Pickens, Spartanburg*
- **Gulfport, MS** (See Biloxi - Gulfport)
- **Hagerstown, MD** — Washington
- **Hamilton - Middletown, OH** — Butler
- **Hammond, IN** (See Gary - Hammond
- **Harlingen, TX** (See Brownsville - Harlingen)
- **Harrisburg - Lebanon - Carlisle, PA** — Cumberland, Dauphin*, Lebanon*, Perry
- **Hartford - New Britain - Middletown - Bristol, CT** — Hartford*, Middlesex, Tolland
- **Hickory, NC** — Alexander, Burke, Catawba*
- **High Point, NC** (See Greensboro - Winston-Salem - High Point)
- **Hollywood, FL** (See Fort Lauderdale - Hollywood - Pompano Beach)
- **Honolulu, HI** — Honolulu
- **Hopkinsville, TN** (See Clarksville - Hopkinsville)
- **Houma - Thibodaux, LA** — Lafourche*, Terrebonne*
- **Houston, TX** — Fort Bend, Harris*, Liberty, Montgomery, Waller

HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA — Metro Areas: Brazoria, Galveston - Texas City, Houston, TX

- **Huntington - Ashland, WV - KY** —
  - **Kentucky Portion** — Boyd*, Carter, Greenup
  - **Ohio Portion** — Lawrence
  - **West Virginia Portion** — Cabell*, Wayne
- **Huntsville, AL** — Madison
- **Indianapolis, IN** — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby
- **Iowa City, IA** — Johnson
- **Jackson, MI** — Jackson
- **Jackson, MS** — Hinds*, Madison, Rankin
- **Jackson, TN** — Madison
- **Jacksonville, FL** — Clay, Duval*, Nassau, St. Johns
- **Jacksonville, NC** — Onslow
- **Janesville - Beloit, WI** — Rock
- **Jersey City, NJ** — Hudson
- **Johnson City - Kingsport - Bristol, TN - VA** —
  - **Tennessee Portion** — Carter, Hawkins, Sullivan*, Unicoi, Washington*
  - **Virginia Portion** — Bristol*, Scott, Washington
- **Johnstown, PA** — Cambria*, Somerset
- **Joliet, IL** — Grundy, Will*
- **Joplin, MO** — Jasper*, Newton
- **Kalamazoo, MI** — Kalamazoo
- **Kankakee, IL** — Kankakee
- **Kansas City, MO-KS** —
  - **Kansas Portion** — Johnson, Leavenworth, Miami, Wyandotte*
  - **Missouri Portion** — Cass, Clay, Jackson*, Lafayette, Platte, Ray
- **Kennewick, WA** (See Richland - Kennewick - Pasco)
- **Kenosha, WI** — Kenosha
- **Killeen - Temple, TX** — Bell*, Coryell
- **Kingsport, TN** (See Johnson City - Kingsport - Bristol)
- **Knoxville, TN** — Anderson, Blount, Grainger, Jefferson, Knox*, Sevier, Union
- **Kokomo, IN** — Howard*, Tipton
- **La Crosse, WI** — La Crosse
- **Lafayette - West Lafayette, IN** — Tippecanoe
- **Lafayette, LA** — Lafayette, St. Martin
- **Lake Charles, LA** — Calcasieu
- **Lake County, IL** — Lake
- **Lakeland - Winter Haven, FL** — Polk
- **Lancaster, PA** — Lancaster
- **Lansing - East Lansing, MI** — Clinton, Eaton, Ingham*
- **Laredo, TX** — Webb
- **Las Cruces, NM** — Dona Ana
- **Las Vegas, NV** — Clark
- **Lawrence, KS** — Douglas
- **Lawrence, MA** (See Boston - Lawrence - Salem - Lowell - Brockton)
- **Lawton, OK** — Comanche
- **Leominster, MA** (See Worcester - Fitchburg - Leominster)
- **Lewiston - Auburn, ME** — Androscoggin
- **Lexington - Fayette, KY** — Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford
- **Lima, OH** — Allen*, Auglaize
- **Lincoln, NE** — Lancaster
- **Little Rock - North Little Rock, AR** — Faulkner, Lonoke, Pulaski*, Saline
- **Lompoc, CA** (See Santa Barbara - Santa Maria - Lompoc)
- **Long Beach, CA** (See Los Angeles - Long Beach)
- **Longmont, CO** (See Boulder - Longmont)
- **Longview - Marshall, TX** — Gregg*, Harrison*
- **Lorain - Elyria, OH** — Lorain
- **Los Angeles - Long Beach, CA** — Los Angeles

LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA — Metro Areas: Anaheim - Santa Ana, Los Angeles - Long Beach, Oxnard - Ventura, Riverside - San Bernardino, CA

- **Louisville, KY** —
  - **Indiana Portion** — Clark, Floyd Harrison
  - **Kentucky Portion** — Bullitt, Jefferson*, Oldham, Shelby
- **Loveland, CO** (See Fort Collins - Loveland)
- **Lowell, MA** (See Boston - Lawrence - Salem - Lowell - Brockton)
- **Lubbock, TX** — Lubbock
- **Lynchburg, VA** — Amherst, Campbell, Lynchburg*
- **McAllen - Edinburg - Mission, TX** — Hidalgo
- **Macon - Warner Robins, GA** — Bibb*, Houston*, Jones, Peach
- **Madison, WI** — Dane
- **Manchester - Nashua, NH** — Hillsborough
- **Mansfield, OH** — Richland
- **Marietta, OH** (See Parkersburg - Marietta)
- **Marshall, TX** (See Longview - Marshall)
- **Medford, OR** — Jackson
- **Melbourne - Titusville - Palm Bay, FL** — Brevard
- **Memphis, TN** —
  - **Arkansas Portion** — Crittenden
  - **Mississippi Portion** — DeSoto
  - **Tennessee Portion** — Shelby*, Tipton
- **Merced, CA** — Merced
- **Meriden, CT** (See New Haven - - Waterbury - Meriden)
- **Miami - Hialeah, FL** — Dade

MIAMI - FORT LAUDERDALE CONSOLIDATED AREA — Metro Areas: Fort Lauderdale - Hollywood - Pompano Beach, Miami - Hialeah, FL

- **Middlesex - Somerset - Hunterdon, NJ** — Hunterdon, Middlesex, Somerset
- **Middletown, CT** (See Hartford - New Britain - Middletown - Bristol)
- **Middletown, OH** (See Hamilton - Middletown)
- **Midland, MI** (See Saginaw - Bay City - Midland)
- **Midland, TX** — Midland
- **Millville, NJ** (See Vineland - Millville - Bridgeton)
- **Milwaukee, WI** — Milwaukee*, Ozaukee, Washington, Waukesha

MILWAUKEE - RACINE CONSOLIDATED AREA — Metro Areas: Milwaukee, Racine, WI

- **Minneapolis - St. Paul, MN** —
  - **Minnesota Portion** — Anoka, Carver, Chisago, Dakota, Hennepin*, Isanti, Ramsey*, Scott, Washington Wright
  - **Wisconsin Portion** — St. Croix
- **Mishawaka, IN** (See South Bend - Mishawaka)
- **Mission, TX** (See McAllen - Edinburg - Mission)
- **Mobile, AL** — Baldwin, Mobile*

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Modesto, CA — Stanislaus

Moline, IL (See Davenport - Rock Island - Moline)

Monmouth - Ocean, NJ — Monmouth, Ocean

Monroe, LA — Ouachita

Monterey, CA (See Salinas - Seaside - Monterey)

Montgomery, AL — Autauqa, Elmore, Montgomery*

Moorhead, MN (See Fargo - Moorhead)

Muncie, IN — Delaware

Muskegon, MI — Muskegon

Napa, CA (See Vallejo - Fairfield - Napa)

Naples, FL — Collier

Nashua, NH (See Manchester - Nashua)

Nashville, TN — Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson

Nassau - Suffolk, NY — Nassau, Suffolk

Neenah, WI (See Appleton - Oshkosh - Neenah)

Newark, NJ — Essex*, Morris, Sussex, Union

New Bedford - Fall River - Attleboro, MA — Bristol

New Britain, CT (See Hartford - New Britain - Middletown - Bristol)

New Haven - Waterbury - Meriden, CT — New Haven

New London - Norwich, CT — New London

New Orleans, LA — Jefferson, Orleans*, St. Bernard, St. Charles, St. John the Baptist, St. Tammany

Newport News, VA (See Norfolk - Virginia Beach - Newport News)

New York, NY — Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA — Metro Areas: Bergen - Passaic, NJ; Bridgeport - Stamford - Norwalk - Danbury, CT; Jersey City, Middlesex - Somerset - Hunterdon, Monmouth - Ocean, NJ; Nassau - Suffolk, New York, NY; Newark, NJ; Orange County, NY

Niagara Falls, NY — Niagara

Norfolk - Virginia Beach - Newport News, VA — Chesapeake, Gloucester, Hampton, James City, Newport News*, Norfolk*, Poquoson, Portsmouth, Suffolk, Virginia Beach*, Williamsburg, York

Normal, IL (See Bloomington - Normal)

North Little Rock, AR (See Little Rock - North Little Rock)

Norwalk, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Norwich, CT (See New London - Norwich)

Oakland, CA — Alameda*, Contra Costa

Ocala, FL — Marion

Odessa, TX — Ector

Ogden, UT (See Salt Lake City - Ogden)

Oklahoma City, OK — Canadian, Cleveland, Logan, McClain, Oklahoma*, Pottawatomie

Olympia, WA — Thurston

Omaha, NE —

Iowa Portion — Pottawatamie

Nebraska Portion — Douglas*, Sarpy, Washington

Orange County, NY — Orange

Orem, UT (See Provo - Orem)

Orlando, FL — Orange*, Osceola, Seminole

Oshkosh, WI (See Appleton - Oshkosh - Neenah)

Owensboro, KY — Daviess

Oxnard - Ventura, CA — Ventura

Palm Bay, FL (See Melbourne - Titusville - Palm Bay)

Panama City, FL — Bay

Parkersburg - Marietta, WV - OH —

Ohio Portion — Washington*

West Virginia Portion — Wood*

Pascagoula, MS — Jackson

Pasco, WA (See Richland - Kennewick - Pasco)

Passaic, NJ (See Bergen - Passaic)

Pawtucket, RI (See Providence - Pawtucket - Woonsocket)

Pensacola, FL — Escambia*, Santa Rosa

Peoria, IL — Peoria*, Tazewell, Woodford

Petersburg, VA (See Richmond - Petersburg)

Philadelphia, PA —

New Jersey Portion — Burlington, Camden, Gloucester

Pennsylvania Portion — Bucks, Chester, Delaware, Montgomery, Philadelphia*

PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA — Metro Areas: Philadelphia, PA; Trenton, Vineland - Millville - Bridgeton, NJ; Wilmington, DE

Phoenix, AZ — Maricopa

Pine Bluff, AR — Jefferson

Pittsburgh, PA — Allegheny*, Fayette, Washington, Westmoreland

PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA — Metro Areas: Beaver County, Pittsburgh, PA

Pittsfield, MA — Berkshire

Pompano Beach, FL (See Fort Lauderdale - Hollywood - Pompano Beach)

Port Arthur, TX (See Beaumont - Port Arthur)

Portland, ME — Cumberland

Portland, OR — Clackamas, Multnomah*, Washington, Yamhill

PORTLAND - VANCOUVER CONSOLIDATED AREA — Metro Areas: Portland, OR, Vancouver, WA

Portsmouth - Dover - Rochester, NH — Rockingham*, Strafford*

Poughkeepsie, NY — Dutchess

Providence - Pawtucket - Woonsocket, RI — Bristol, Kent*, Providence*, Washington

Provo - Orem, UT — Utah

Pueblo, CO — Pueblo

Racine, WI — Racine

Raleigh - Durham, NC — Durham*, Franklin, Orange, Wake*

Rantoul, IL (See Champaign - Urbana - Rantoul)

Rapid City, SD — Pennington

Reading, PA — Berks

Redding, CA — Shasta

Reno, NV — Washoe

Richland - Kennewick - Pasco, WA — Benton*, Franklin

Richmond - Petersburg, VA — Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Powhatan, Prince George, Richmond City*

Riverside - San Bernardino, CA — Riverside*, San Bernardino*

Roanoke, VA — Botetourt, Roanoke, Roanoke City*, Salem City

Rochester, MN — Olmsted

Rochester, NY — Livingston, Monroe*, Ontario, Orleans, Wayne

Rockford, IL - Boone, Winnebago*

Rock Hill, SC (See Charlotte - Gastonia - Rock Hill)

Rock Island, IL (See Davenport - Rock Island - Moline)

Rome, NY (See Utica-Rome)

Sacramento, CA — El Dorado, Placer, Sacramento*, Yolo

Saginaw - Bay City - Midland, MI — Bay*, Midland*, Saginaw*

St. Cloud, MN — Benton, Sherburne, Stearns*

St. Joseph, MO — Buchanan

St. Louis, MO, IL —

Illinois Portion — Clinton, Jersey, Madison, Monroe, St. Clair

Missouri Portion — Franklin, Jefferson, St. Charles, St. Louis, St. Louis City

St. Paul, MN (See Minneapolis - St. Paul)

St. Petersburg, FL (See Tampa - St. Petersburg)

Salem, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Salem, OR — Marion*, Polk

Salinas - Seaside - Monterey, CA — Monterey

Salt Lake City - Ogden, UT — Davis, Salt Lake*, Weber*

San Angelo, TX — Tom Green

San Antonio, TX — Bexar*, Comal, Guadalupe

San Bernardino, CA (See Riverside - San Bernardino)

San Diego, CA — San Diego

San Francisco, CA — Marin, San Francisco*, San Mateo

SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA — Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa - Petaluma, Vallejo - Fairfield - Napa, CA

San Jose, CA — Santa Clara

Santa Ana, CA (See Anaheim - Santa Ana)

Santa Barbara - Santa Maria - Lompoc, CA — Santa Barbara

Santa Cruz, CA — Santa Cruz

Santa Fe, NM — Los Alamos, Santa Fe

Santa Maria, CA (See Santa Barbara - Santa Maria - Lompoc)

Santa Rosa - Petaluma, CA — Sonoma

Sarasota, FL — Sarasota

Savannah, GA — Chatham*, Effingham

Schenectady, NY (See Albany - Schenectady-Troy)

Scranton - Wilkes-Barre, PA — Columbia, Lackawanna*, Luzerne*, Monroe, Wyoming

Seaside, CA (See Salinas - Seaside - Monterey)

Seattle, WA — King*, Snohomish

SEATTLE - TACOMA CONSOLIDATED AREA — Metro Areas: Seattle, Tacoma, WA

Sharon, PA — Mercer

Sheboygan, WI — Sheboygan

Sherman - Denison, TX — Grayson

Shreveport, LA — Bossier, Caddo*

Sioux City, IA —

Iowa Portion — Woodbury*

Nebraska Portion — Dakota

Sioux Falls, SD — Minnehaha

South Bend - Mishawaka, IN — St. Joseph

Spartanburg, SC (See Greenville - Spartanburg)

Spokane, WA — Spokane

Springdale, AR (See Fayetteville - Springdale)

Springfield, IL — Menard, Sangamon*

Springfield, MA — Hampden*, Hampshire

Springfield, MO — Christian, Greene*

Springfield, OH (See Dayton - Springfield)

Springfield, OR (See Eugene - Springfield)

Stamford, CT (See Bridgeport - Stamford - Norwalk - Danbury)

State College, PA — Centre

Steubenville - Weirton, OH - WV —

Ohio Portion — Jefferson*

West Virginia Portion — Brooke, Hancock*

Stockton, CA — San Joaquin

Syracuse, NY — Madison, Onondaga*, Oswego

Tacoma, WA — Pierce

Tallahassee, FL — Gadsden, Leon*

Tampa - St. Petersburg - Clearwater, FL — Hernando, Hillsborough*, Pasco, Pinellas*

Temple, TX (See Killeen - Temple)

Terre Haute, IN — Clay, Vigo*

Texarkana, TX - AR —

Arkansas Portion — Miller*

Texas Portion — Bowie*

Texas City, TX (See Galveston - Texas City)

Titusville, FL (See Melbourne - Titusville - Palm Bay)

Toledo, OH — Fulton, Lucas*, Wood

Topeka, KS — Shawnee

Trenton, NJ — Mercer

Troy, NY (See Albany - Schenectady - Troy)

Tucson, AZ — Pima

Tulsa, OK — Creek, Osage, Rogers, Tulsa*, Wagoner

Tuscaloosa, AL — Tuscaloosa

Tyler, TX — Smith

Urbana, IL (See Champaign - Urbana - Rantoul)

Utica - Rome, NY — Herkimer, Oneida*

Vallejo - Fairfield - Napa, CA — Napa*, Solano*

Vancouver, WA — Clark

Ventura, CA (See Oxnard - Ventura)

Victoria, TX — Victoria

Vineland - Millville - Bridgeton, NJ — Cumberland

Virginia Beach, VA (See Norfolk - Virginia Beach - Newport News)

Visalia - Tulare - Porterville, CA — Tulare

Waco, TX — McLennan

Warren, OH (See Youngstown - Warren)

Washington, DC —
  District of Columbia Portion — District of Columbia*
  Maryland Portion — Calvert, Charles, Frederick, Montgomery, Prince George's
  Virginia Portion — Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford

Waterbury, CT (See New Haven - Waterbury - Meriden)

Waterloo - Cedar Falls, IA — Black Hawk*, Bremer

Wausau, WI — Marathon

Weirton, OH (See Steubenville - Weirton)

West Palm Beach - Boca Raton - Delray Beach, FL — Palm Beach

Wheeling, WV —
  Ohio Portion — Belmont
  West Virginia Portion — Marshall, Ohio*

Wichita, KS — Butler, Sedgwick*

Wichita Falls, TX — Wichita

Wilkes-Barre, PA (See Scranton - Wilkes-Barre)

Williamsport, PA — Lycoming

Wilmington, DE —
  Delaware Portion — New Castle*
  Maryland Portion — Cecil
  New Jersey Portion — Salem

Wilmington, NC — New Hanover

Winston-Salem, NC (See Greensboro - Winston-Salem - High Point)

Winter Haven, FL (See Lakeland - Winter Haven)

Woonsocket, RI (See Providence - Pawtucket - Woonsocket)

Worcester - Fitchburg - Leominster, MA — Worcester

Yakima, WA — Yakima

York, PA — Adams, York*

Youngstown - Warren, OH — Mahoning*, Trumbull*

Yuba City, CA — Sutter*, Yuba

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*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

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Data in this *Survey of Buying Power* are organized into three sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section C

METRO AREA, COUNTY, AND CITY DATA LISTED BY STATES

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Notes:

All counties are included in *Sales and Marketing Management's Survey of Buying Power.*

Cities are included if they meet the following criteria:

◆ Population of 40,000 or more at the time of the 1980 Census of Population

◆ Central city of a metropolitan market

◆ Independent city (that is, not within a county). "Total Metro Counties" line, appearing at the end of each state listing, pertains only to metropolitan counties within the state

The following symbols are used as indicated:

☐ County within a metropolitan area whose central cities are in another state

• Central city of a metropolitan area

Blank space in Retail Store columns indicates zero sales.

Boldface lines are metropolitan area and state totals.

Mediumface lines are county and suburban data.

Lightface lines are city data.

Italicized lines indicate metropolitan counties and central cities located in another state.

CHANGE IN INCOME CALCULATIONS!

Due in part to the recent publication of new income-related data from the Bureau of the Census, Bill Communications' Market Statistics Division has undertaken a major recalculation of Effective Buying Income (EBI) statistics. The latest *Current Population Survey (CPS)* from the Bureau has revealed problems in the methodology used in 1983 to convert Total Aggregate Income (TAI) to EBI, which is roughly equivalent to disposable personal income. This adjustment results in median household EBI figures in this year's *Survey* that average 12% *below* last year's figures, and users of *Survey* data should take this into account when making comparisons of data between the 1985 and 1986 issues. S&MM and Market Statistics regret any problems this readjustment may cause our readers, but we feel that this recalculation is absolutely essential to insure the continuing accuracy of *Survey of Buying Power* data. A detailed explanation of this and other changes in this year's *Survey* can be found on page A-8.

Sample tables from Survey Section C

The numbers shown beneath the individual column heads in these samples are coded to the listings in the "Definition of Terms" section that accompanies this page. Definitions are listed alphabetically, followed by the appropriate number or numbers that correspond to the numbers on these samples. Thus the definition for "Age Groups of Population" is referenced to columns 4 to 7. This page shows you the specific age groups, 18 to 24, 25 to 34, etc., and provides a visual link to the written definitions, making individual column topics more intelligible and enhancing your ability to profit from *Survey* data.

Caution on population estimates
Population and household estimates in the 1986 *Survey* are not directly comparable with those prior to the 1981 *Survey.* The 1986 *Survey* estimates are updates from the 1980 Census of Population and Housing whereas, prior to the 1981 *Survey,* the estimates used the 1970 Census as a benchmark.

Caution on retail sales estimates
Total retail sales and store group sales in the 1986 *Survey* are not directly comparable to those prior to the 1986 issue. The 1986 estimates are updates from the 1982 Census of Retail Trade whereas, prior to this year's *Survey,* retail sales estimates used the 1977 Census as a benchmark.

Section C: Metro Areas, Counties, Cities

S&MM ESTIMATES	POPULATION—12/31/85										RETAIL SALES BY STORE GROUP 1985					
				% of Population by Age Group												
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1985							S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1985						
			% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over								% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index	**METRO AREA** County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
	⑯	⑰	⑱	⑲	⑳	㉑	㉒		⑯	⑰	⑱	⑲	⑳	㉑	㉒

Definition of terms used in the Survey

The Standard Industrial Classification (SIC) industry codes shown for retail store groups are explained in the article on page A-10. Column numbers refer to the sample tables illustrated on the facing page. Also, to facilitate usage of the two Surveys we publish each year, we indicate whether the data appear in the *Survey of Buying Power* (SBP) and/or *Survey of Buying Power—Part II* (SBP—II).

AGE GROUPS OF POPULATION (Columns 4—7). Population breakdowns for four age groups are useful for marketers because age groups are associated with lifestyle changes. Thus 18 to 24 year olds represent the household-forming stage. **SBP**

AUTOMOTIVE DEALERS (Column 14) (SIC Major Group 55, except Subgroup 554). Included are retail outlets selling cars—domestic and imported, new and used. Motorcycle dealers, household trailer dealers, boat dealers, and "other" automotive dealers (such as tire, battery, and accessory dealers and auto and home supply stores) round out the group. **SBP, SBP—II**

AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME (U.S. State Summary on EBI, B-5). Total Effective Buying Income (EBI), divided by the number of households. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because total EBI includes such income, a per household average credits households with income not properly theirs. (See Median Household EBI). **SBP, SBP—II**

BLACK POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves members of the black race and who lived in the area at the end of the year. **SBP, SBP—II**

BUILDING MATERIALS, HARDWARE STORES (Metro Ranking Table B-43) (SIC Major Group 52.) This mixed group includes retail establishments whose main business is selling lumber, building materials, paint, glass, wallpaper, and basic hardware to the general public even if sales to contractors account for a larger share of total sales. Retail nurseries, lawn-and-garden supply stores, and mobile-home dealers are in this group. **SBP**

BUYING POWER INDEX (BPI) (Column 22). A weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of U.S. Effective Buying Income, 3 to its percent of retail sales, and 2 to its percent of population. The total of the weighted percents is divided by 10 to produce the BPI.

The BPI, probably one of the *Survey of Buying Power's* most widely used single market measures, is most useful in estimating the potential for mass products sold at popular prices. The further a product is removed from the mass market, the greater is the need for a BPI modified by more discriminating factors—income, age, sex, etc. **SBP, SBP—II**

CENTRAL CITY. A city whose name is included in the name of a metropolitan area or fits the population and employment size criteria to qualify as a central city. The title of a Metropolitan Statistical Area (MSA) includes the name of the largest city and the names of no more than two other area cities with populations that meet certain criteria of absolute and relative size. However, if no city qualifies as a central city of the MSA, the MSA is named after its central counties; for example, Nassau-Suffolk in New York. **SBP**

CITY. An aggregation of people and retail outlets with corporate limits within which city government, as an incorporated state agency, can legally exercise authority. This year's *Survey* lists U.S. cities that either (1) had 40,000 or more population in the 1980 Census, (2) are central cities of metropolitan areas, or (3) function independently of counties (See Central City and Independent City.) **SBP**

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA). The larger area of which Primary Metropolitan Statistical Areas are components. (See Metropolitan Statistical Area.) **SBP, SBP—II**

COUNTY. The primary political administrative subdivision of a state, the county is widely used in marketing because: (1) Current available data below the state level is greatest at the county level. (2) Geographic boundaries are rarely altered. (3) Complete national coverage is achieved by adding all counties. (4) The U.S.'s 3,137 county units are manageable building blocks for alignment of sales territories. (5) County boundaries are readily identifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, census areas. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the *Survey* treats them as county units. The cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are also independent cities.

The 1985 *Survey* follows the county boundaries as defined in the 1980 Census of Population, with two exceptions. Cibola County, NM, was created from a portion of Valencia County during 1981 and La Paz County, AZ, was created from a portion of Yuma County at the end of 1982. **SBP, SBP—II**

DRUGSTORES (Column 15) (SIC Subgroup 591). Includes both drugstores and proprietary stores. Drugstores fill and sell prescriptions; proprietary stores do not. Both sell drugs, proprietary medicines, and other health and first-aid products. Both may sell a number of related lines—cosmetics, toiletries, candy, tobacco products, magazines, toys, etc.—and may operate a soda fountain or lunch counter. **SBP, SBP—II**

EATING & DRINKING PLACES (Column 11) (SIC Major Group 58). Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and or drinking concessions in theatres, hotels, amusement parks, etc. **SBP, SBP—II**

EFFECTIVE BUYING INCOME (EBI) (Column 16). A classification exclusively developed by Sales & Marketing Management, it is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income group should be considered. **SBP, SBP—II**

EFFECTIVE BUYING INCOME, AVERAGE HOUSEHOLD. (See Average Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, HOUSEHOLD GROUP. (See Households by Effective Buying Income Group.)

EFFECTIVE BUYING INCOME, MEDIAN HOUSEHOLD. (See Median Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, PER CAPITA. (See Per Capita Effective Buying Income.)

FOOD STORES (Column 10) (SIC Major Group 54). Establishments selling food primarily for home consumption. **SBP, SBP—II**

FURNITURE, HOME FURNISHINGS, & APPLIANCE STORES (Column 13) (SIC Major Group 57.) A combination of several subgroups that sell goods for furnishing the home, including furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, and other household appliances. **SBP, SBP—II**

GASOLINE SERVICE STATIONS (Metro Ranking Table, B-41) (SIC Subgroup 554). Includes both "gas stations" and garages whose receipts come mostly from sales of gasoline and oil. Besides those main products they also sell tires, batteries, and accessories. **SBP**

GENERAL MERCHANDISE STORES (Column 12) (SIC Major Group 53). Includes department stores, limited-price variety stores ("5 & 10s"), and general merchandise stores. Establishments selling used general merchandise and those selling by mail, vending machine, or direct selling are classified by the Census Bureau as "miscellaneous retail stores" (SIC 59). **SBP, SBP—II**

HISPANICS. (See Spanish-Origin Population.)

HOUSEHOLD (Column 8). A household consists of all the people occupying a single housing unit under 1980 Census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. *Caution:* Although a county's population total will include all the people in the area, the household total will not do so because it excludes group quarters. **SBP, SBP—II**

HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUP (Columns 18-21). A household's available spending potential is also used by marketers who want to aim their efforts at those most likely to buy. **SBP**

INDEPENDENT CITY. Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. The *Survey* lists those independent cities as county entities. Except for St. Louis, MO: Baltimore, MD; and Carson City, NV, which replaced Ormsby County, all independent cities are in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester. **SBP, SBP—II**

MEDIAN AGE (Column 3). A calculation that divides the age distribution of the population into two equal groups, with one-half of the population younger, and one-half older, than the median figure. **SBP**

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME (Column 17). This figure divides the income distribution into two equal parts, with one-half the households above it, the other half below it. It is a more reliable indicator of an area's relative income level than is Average Household Effective Buying Income because it is less likely to be skewed by statistical oddities. (See Average Household Effective Buying Income). **SBP**

METROPOLITAN STATISTICAL AREA (MSA). A geographic area with a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus. The MSA concept's major purpose is to enable all federal statistical agencies to use the same geographic definition when studying metropolitan characteristics. Metropolitan area definitions are reviewed every 10 years following completion of the decennial population census. The MSA definitions in this *Survey*, which adhere to the federal government's new revisions, are based on commuting and other statistical results of the 1980 Census. As part of the current revisions, the term *Standard Metropolitan Statistical Area (SMSA)* was replaced by *Metropolitan Statistical Area (MSA)*. MSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Office of Management and Budget (OMB) on metropolitan area definitions. Under 1980 standards, an area qualifies as an MSA in one of two ways: (1) if there is a city of at least 50,000 population, or (2) an urbanized area of at least 50,000 population with a total metropolitan population of at least 100,000. In addition to the county containing the central city, an MSA may include additional counties which have close economic and social ties to the central county. MSAs are defined in terms of entire counties, except in the six New England states, where towns and cities are the units of definition because of the lack of county governments. The federal government's alternative, but unofficial, New England County Metropolitan Area (NECMA) concept is used by Sales & Marketing Management for those states. A metro of more than 1 million population may qualify for separate recognition as a Primary Metropolitan Statistical Area (PMSA). A PMSA is characterized by very strong internal economic and social links. If two or more PMSAs are contiguous, they are designated as a Consolidated Metropolitan Statistical Area (CMSA).

Note: The *Survey's* Metro Market ranking tables in Section B are based on data for MSAs, PMSAs and NECMAs, but do not include CMSAs. **SBP, SPB—II**

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA). The U.S. Office of Information and Regulatory Affairs (OIRA), located in the Office of Management and Budget, defines these areas by applying to the New England counties the same criteria used in establishing Metropolitan Statistical Areas (MSAs) outside New England. **SBP, SBP—II**

PER CAPITA EFFECTIVE BUYING INCOME (U.S. State Summary on Effective Buying Income, B-5). This is an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures an area's spending power by eliminating the impact of population size. However, because population is measured as of Dec. 31, whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure. **SBP**

PERCENT OF U.S. (Column 2). A market's share of the total U.S. population, it shows the relative importance of the geographic area's demographic or socioeconomic factors. **SBP**

POPULATION (Column 1). Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of all the people living in an area at the end of the year. It includes people living in group quarters such as colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. **SBP, SBP—II**

POPULATION, AGE GROUPS OF. (See Age Groups of Population.)

POPULATION, BLACK. (See Black Population.)

POPULATION, MEDIAN AGE OF. (See Median Age.)

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA). In areas of more than 1 million population, Primary Metropolitan Statistical Areas are identified that have a large urbanized county, or cluster of counties, with very strong internal economic and social links. (See Metropolitan Statistical Area.)

QUALITY INDEX (QI) (U.S. State Summary on Retail Sales, B-7). If a market's percent of the national population, which can be taken to represent par, is divided into the Buying Power Index, it yields the Quality Index. A high index could reflect either above-average resident buying power or a strong influx of shoppers from outside the area, or both. **SBP, SBP—II**

RETAIL SALES (Column 9). All net sales (minus refunds and allowances for returns) for establishments engaged primarily in retail trade. Receipts from repairs and other services are also included, but retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they may be affected by the movement of shoppers to and from adjacent areas.

Retail sales totals in the 1985 *Survey* are updates from 1982 Census of Retail Trade benchmarks. However, in line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Note that the aggregate sales of the six store types shown in the *Survey* will not equal Total Retail Sales because that figure includes the many store types not shown in the *Survey*. **SBP, SBP—II**

RETAIL SALES BY STORE GROUP (Columns 10-15). Individual retail store groups are considered as channels of distribution in local markets. The retail sales of a store type represent the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. **SBP, SBP—II**

SALES ACTIVITY INDEX (SAI). (U.S. State Summary on Retail Sales, B-7). It is obtained by dividing an area's percentage of national retail sales by its percentage of national population. Because the numerator (the market's percentage of total retail sales) includes all sales made in the market, and the denominator (the market's percent of national population) includes only residents of the market, a high index may indicate a strong influx of nonresident shoppers. **SBP**

SPANISH-ORIGIN POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves of Spanish or Hispanic origin or descent. Persons of Spanish origin may be of any race. **SBP**

STANDARD METROPOLITAN STATISTICAL AREA (SMSA). (See Metropolitan Statistical Area.)

SUBURBAN TOTAL. There is no official definition of a suburb. Census Bureau metropolitan tables refer to suburbs as "balance of area." However, because the suburbs are the most important local market entities, they were introduced in the 1976 *Survey*. A "suburban total" is the arithmetic difference between the metropolitan market total and the related central city total. That is, deducting the central city population from the metro market population, for example, will give you the suburb population. **SBP**

CHANGE IN INCOME CALCULATIONS!

Due in part to the recent publication of new income-related data from the Bureau of the Census, Bill Communications' Market Statistics Division has undertaken a major recalculation of Effective Buying Income (EBI) statistics. The latest *Current Population Survey (CPS)* from the Bureau has revealed problems in the methodology used in 1983 to convert Total Aggregate Income (TAI) to EBI, which is roughly equivalent to disposable personal income. This adjustment results in median household EBI figures in this year's *Survey* that average 12% *below* last year's figures, and users of *Survey* data should take this into account when making comparisons of data between the 1985 and 1986 issues. S&MM and Market Statistics regret any problems this readjustment may cause our readers, but we feel that this recalculation is absolutely essential to insure the continuing accuracy of *Survey of Buying Power* data. A detailed explanation of this and other changes in this year's *Survey* can be found on page A-8.

ALABAMA

ALA.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANNISTON	**125.7**	**.0522**	**29.6**	**16.1**	**16.8**	**17.7**	**23.2**	**44.1**	**461,743**	**93,447**	**34,759**	**61,503**	**20,980**	**111,741**	**19,635**
Calhoun	125.7	.0522	29.6	16.1	16.8	17.7	23.2	44.1	461,743	93,447	34,759	61,503	20,980	111,741	19,635
• Anniston	30.6	.0127	33.5	10.1	15.5	16.2	31.5	12.0	312,314	64,775	16,909	38,098	13,107	100,344	12,869
SUBURBAN TOTAL	95.1	.0395	28.4	18.1	17.2	18.2	20.5	32.1	149,429	28,672	17,850	23,405	7,873	11,397	6,766
BIRMINGHAM	**922.1**	**.3829**	**32.2**	**11.3**	**17.6**	**18.4**	**26.6**	**346.4**	**4,491,199**	**978,059**	**355,183**	**475,380**	**246,013**	**1,115,229**	**178,597**
Blount	39.3	.0163	33.3	9.7	15.6	20.8	26.5	14.2	81,472	21,477	4,206	8,858	1,813	20,570	3,247
Jefferson	682.7	.2835	32.4	11.5	17.8	17.9	27.5	262.0	3,862,498	808,842	316,857	423,859	225,979	943,423	151,267
• Bessemer	31.5	.0131	32.8	11.1	15.2	14.8	31.8	11.7	243,861	69,651	12,222	24,911	7,548	77,793	5,658
• Birmingham	283.5	.1177	32.1	12.7	17.9	15.4	29.3	112.4	1,946,543	319,134	171,498	199,534	147,178	554,897	53,797
St. Clair	47.3	.0196	32.0	9.8	16.6	19.5	25.6	16.2	94,918	24,253	4,504	6,556	2,022	31,643	4,165
Shelby	80.2	.0333	29.8	11.6	19.8	20.3	19.4	27.6	184,976	66,547	13,758	12,815	5,697	31,029	7,529
Walker	72.6	.0302	32.6	10.3	15.8	19.0	27.3	26.4	267,335	56,940	15,858	23,292	10,502	88,564	12,389
SUBURBAN TOTAL	607.1	.2521	32.2	10.6	17.8	20.0	25.0	222.3	2,300,795	589,274	171,463	250,935	91,287	482,539	119,142
DOTHAN	**128.5**	**.0534**	**30.1**	**11.8**	**17.9**	**18.9**	**22.4**	**46.3**	**787,423**	**148,784**	**59,348**	**104,583**	**38,474**	**221,664**	**22,992**
Dale	46.4	.0193	28.2	14.3	19.4	17.7	19.1	15.9	146,354	34,084	12,343	15,846	3,787	28,279	5,794
Houston	82.1	.0341	31.4	10.4	17.1	19.5	24.3	30.4	641,069	114,700	47,005	88,737	34,687	193,385	17,198
• Dothan	54.7	.0227	31.2	10.4	18.1	19.6	23.5	20.6	585,547	100,156	43,384	76,643	31,934	186,321	15,218
SUBURBAN TOTAL	73.8	.0307	29.3	12.8	17.8	18.3	21.6	25.7	201,876	48,628	15,964	27,940	6,540	35,343	7,774
FLORENCE	**141.0**	**.0585**	**32.4**	**11.6**	**16.0**	**19.7**	**26.2**	**52.7**	**639,929**	**124,855**	**49,577**	**101,812**	**24,824**	**161,241**	**17,004**
Colbert	56.2	.0233	32.9	10.6	16.0	19.7	27.0	21.1	256,589	49,412	22,851	24,716	6,237	71,241	7,946
Lauderdale	84.8	.0352	32.1	12.3	16.0	19.7	25.6	31.6	383,340	75,443	26,726	77,096	18,587	90,000	9,058
• Florence	37.3	.0155	32.4	14.5	15.4	18.0	28.0	14.7	328,670	55,100	22,430	73,857	16,497	80,617	8,041
SUBURBAN TOTAL	103.7	.0430	32.4	10.6	16.2	20.3	25.5	38.0	311,259	69,755	27,147	27,955	8,327	80,624	8,963
GADSDEN	**105.2**	**.0437**	**33.4**	**10.2**	**15.8**	**18.3**	**29.2**	**39.4**	**424,227**	**112,014**	**36,801**	**58,790**	**18,650**	**86,088**	**15,048**
Etowah	105.2	.0437	33.4	10.2	15.8	18.3	29.2	39.4	424,227	112,014	36,801	58,790	18,650	86,088	15,048
• Gadsden	47.3	.0196	35.9	10.7	14.4	16.0	35.1	18.8	311,206	77,468	24,265	41,811	16,270	76,455	10,950
SUBURBAN TOTAL	57.9	.0241	31.8	9.8	16.9	20.4	24.2	20.6	113,021	34,546	12,536	16,979	2,380	9,633	4,098
HUNTSVILLE	**213.1**	**.0885**	**30.6**	**13.1**	**17.2**	**22.1**	**20.4**	**79.0**	**1,153,216**	**214,041**	**109,925**	**160,248**	**66,096**	**298,794**	**32,267**
Madison	213.1	.0885	30.6	13.1	17.2	22.1	20.4	79.0	1,153,216	214,041	109,925	160,248	66,096	298,794	32,267
• Huntsville	151.4	.0629	31.2	12.8	17.2	22.6	20.7	58.2	1,074,814	196,085	102,130	157,860	61,498	285,090	30,508
SUBURBAN TOTAL	61.7	.0256	29.4	13.9	17.4	20.7	19.5	20.8	78,402	17,956	7,795	2,388	4,598	13,704	1,759
MOBILE	**473.8**	**.1966**	**30.3**	**11.9**	**16.9**	**18.1**	**24.0**	**170.1**	**2,524,239**	**596,956**	**210,091**	**321,483**	**121,256**	**587,336**	**112,746**
Baldwin	89.5	.0371	32.6	9.9	15.2	19.0	27.4	32.6	431,473	117,323	38,139	40,098	17,656	84,053	20,034

THE NEWS IS OUT!

U.S. News and World Report recently named BIRMINGHAM AS THE 4th BEST CITY FOR BUSINESS IN THE UNITED STATES

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ALA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85: Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985: Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Mobile	384.3	.1595	29.9	12.3	17.4	17.8	23.3	137.5	2,092,766	479,633	171,952	281,385	103,600	503,283	92,712
• Mobile	207.6	.0862	30.9	12.9	17.2	17.2	25.7	78.6	1,669,095	311,189	147,228	245,049	85,962	459,635	72,826
SUBURBAN TOTAL	266.2	.1104	29.9	11.1	16.7	18.7	22.7	91.5	855,144	285,767	62,863	76,434	35,294	127,701	39,920
MONTGOMERY	**293.9**	**.1222**	**30.7**	**12.0**	**17.1**	**19.0**	**23.6**	**105.1**	**1,506,307**	**298,847**	**120,659**	**208,216**	**60,395**	**400,744**	**61,054**
Autauga	35.8	.0149	30.4	11.0	14.9	22.1	21.0	12.0	129,299	30,362	10,029	11,213	3,419	37,692	3,606
Elmore	48.3	.0201	31.8	10.9	16.8	19.0	25.6	16.2	120,191	40,862	5,794	8,815	3,495	19,928	8,687
Montgomery	209.8	.0872	30.5	12.4	17.4	18.5	23.7	76.9	1,256,817	227,623	104,836	188,188	53,481	343,124	48,761
• Montgomery	189.3	.0786	30.4	12.5	17.6	18.2	23.6	70.4	1,211,802	216,920	99,826	186,033	49,430	337,769	48,609
SUBURBAN TOTAL	104.6	.0436	31.3	11.1	15.7	20.4	23.8	34.7	294,505	81,927	20,833	22,183	10,965	62,975	12,445
TUSCALOOSA	**144.2**	**.0598**	**29.3**	**17.1**	**17.3**	**17.2**	**22.9**	**52.2**	**726,272**	**176,854**	**60,872**	**100,848**	**29,527**	**146,966**	**22,463**
Tuscaloosa	144.2	.0598	29.3	17.1	17.3	17.2	22.9	52.2	726,272	176,854	60,872	100,848	29,527	146,966	22,463
• Tuscaloosa	75.6	.0314	27.7	22.9	17.4	14.6	22.7	28.0	562,573	111,768	49,660	96,445	24,317	123,465	12,913
SUBURBAN TOTAL	68.6	.0284	31.1	10.7	17.0	20.1	23.3	24.2	163,699	65,086	11,212	4,403	5,210	23,501	9,550
OTHER COUNTIES															
Barbour	25.8	.0107	32.0	9.3	14.8	16.4	29.2	9.0	78,681	24,596	7,764	5,819	1,745	12,055	4,690
Bibb	16.8	.0070	31.6	10.3	14.9	18.1	26.8	5.9	36,155	11,887	1,555	3,357	1,069	8,682	2,130
Bullock	10.5	.0044	31.6	10.0	13.9	14.8	30.4	3.7	29,128	7,536	1,338	1,095	1,528	1,768	1,692
Butler	21.6	.0090	33.4	9.2	13.7	16.1	31.7	7.7	93,849	21,896	8,100	8,403	2,916	19,644	3,125
Chambers	39.6	.0164	33.3	9.6	14.9	16.9	30.6	14.4	145,670	39,427	8,944	6,278	9,172	40,468	6,474
Cherokee	20.0	.0083	33.8	10.3	15.2	20.1	28.0	7.1	44,476	9,294	2,918	2,119	960	10,260	2,281
Chilton	32.7	.0136	32.9	10.1	15.4	19.1	27.6	12.3	117,159	29,203	6,052	11,543	5,770	29,248	6,099
Choctaw	16.6	.0069	30.9	9.6	14.2	17.8	26.4	5.7	41,697	15,827	5,093	1,792	1,434	5,008	1,882
Clarke	27.8	.0115	30.6	10.1	14.4	17.5	26.1	9.4	130,215	38,561	7,854	13,684	4,208	23,613	8,433
Clay	13.7	.0057	33.9	9.5	13.9	18.4	30.1	4.8	37,801	11,549	1,713	2,586	803	7,274	764
Cleburne	13.1	.0054	33.3	10.1	15.1	19.8	27.6	5.0	21,737	4,920	1,611	1,941	697	5,644	805
Coffee	39.3	.0164	32.4	10.1	16.7	19.9	25.8	14.4	183,049	34,571	10,175	19,937	13,513	55,204	5,870
Conecuh	15.8	.0066	32.5	10.3	14.0	15.3	31.2	5.5	43,579	10,350	2,820	3,784	708	3,572	3,214
Coosa	11.6	.0048	33.5	10.0	13.9	17.6	30.4	4.4	7,155	1,770	373	71	676	1,215	340
Covington	37.4	.0155	36.5	9.5	13.6	18.2	33.7	14.8	157,450	40,310	7,987	14,911	9,758	37,744	8,206
Crenshaw	14.1	.0059	34.8	9.4	13.7	16.6	33.1	5.3	33,670	11,229	1,234	1,791	1,186	8,268	1,622
Cullman	66.1	.0274	33.6	10.0	15.3	19.7	28.2	24.5	261,267	65,724	16,072	24,389	12,168	60,264	10,354
Dallas	54.8	.0227	29.7	11.2	14.6	16.5	25.8	18.7	212,144	47,407	14,919	31,608	7,074	43,921	10,261
De Kalb	57.8	.0240	33.4	10.0	15.4	19.1	28.4	21.9	148,019	36,268	10,238	12,286	8,141	34,806	8,308
Escambia	38.1	.0158	31.7	10.5	16.4	18.7	25.9	12.8	161,256	30,434	10,061	15,501	7,014	31,523	8,289
Fayette	19.3	.0080	33.9	9.8	14.9	18.6	29.8	7.1	58,074	16,056	2,932	5,517	2,614	14,781	3,143
Franklin	29.6	.0123	34.2	9.9	15.2	19.8	29.1	11.2	122,709	23,322	5,673	12,442	6,489	42,207	5,344

THE

3RD

LARGEST MARKET IN

ALABAMA

Rank	Metro Area	Population	EBI	Total Retail Sales
1	Birmingham	922,100	$9,316,427,000	$4,491,199,000
2	Mobile	473,800	4,691,504,000	2,524,239,000
3	The Greater Huntsville Market*	331,300	3,548,440,000	1,692,542,000
4	Montgomery	293,300	2,943,622,000	1,506,307,000

*Madison, Limestone & Marshall Co.

Source: S&MM 1986 Survey of Buying Power

HUNTSVILLE... Highest EBI Per Household of any MSA in Alabama—$27,332

HUNTSVILLE

Huntsville Times & News

Represented by Newhouse Newspapers

ALA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Geneva	24.7	.0102	34.2	9.4	14.4	18.6	30.3	9.1	59,904	22,091	1,192	5,844	1,474	10,675	3,621
Greene	11.2	.0047	29.9	10.4	12.9	14.0	29.4	3.7	35,552	12,055	1,811	2,419	1,671	6,516	1,627
Hale	15.2	.0063	30.7	10.6	13.0	14.4	30.0	5.0	33,629	11,314	1,006	1,242	1,006	11,689	2,253
Henry	15.8	.0066	32.9	9.3	15.3	17.0	29.9	5.7	48,188	15,163	2,019	2,311	2,226	4,137	1,153
Jackson	55.1	.0228	31.4	10.5	17.4	20.3	23.4	19.9	155,067	34,572	8,147	15,795	6,514	52,138	6,247
Lamar	16.6	.0069	34.1	9.5	14.3	19.1	29.6	6.1	48,785	15,894	1,661	1,674	1,824	7,236	2,334
Lawrence	31.8	.0132	30.8	10.0	15.6	19.2	24.3	10.9	74,998	19,504	5,257	8,442	2,543	7,970	3,080
Lee	81.9	.0340	25.8	24.8	16.6	16.6	18.2	31.0	369,610	84,056	34,707	57,760	9,919	82,877	11,578
Limestone	47.8	.0199	31.4	11.0	16.0	19.9	24.4	16.7	168,298	42,994	14,044	16,034	6,172	37,704	7,637
Lowndes	13.6	.0056	26.0	11.4	12.9	14.4	24.0	3.9	24,455	7,142	552	532	1,063	6,563	298
Macon	26.6	.0111	28.9	16.9	14.4	13.3	27.9	8.4	55,897	17,256	2,734	665	1,203	7,650	3,888
Marengo	25.2	.0104	31.2	9.9	13.8	16.6	28.2	8.5	92,317	22,803	4,482	10,328	3,954	24,498	3,128
Marion	32.3	.0134	33.7	9.8	15.3	19.5	28.4	12.0	91,503	28,144	4,096	13,624	3,675	19,715	3,842
Marshall	70.4	.0293	33.4	10.3	15.7	20.0	27.5	26.9	371,028	74,475	22,881	51,450	11,682	114,775	12,168
Monroe	22.9	.0095	30.5	9.8	14.9	16.8	26.7	7.7	68,823	21,154	4,107	6,782	1,743	14,305	3,243
Morgan	96.6	.0401	31.8	10.3	16.9	20.4	24.3	35.6	466,326	99,442	31,482	63,422	21,981	117,522	18,665
Decatur	44.1	.0183	32.0	10.6	17.2	20.3	24.6	17.0	364,936	72,378	24,868	55,274	15,747	97,431	12,326
Perry	15.1	.0062	29.8	12.1	12.3	14.7	29.0	4.9	24,174	6,990	775	1,680	715	3,505	2,565
Pickens	21.5	.0090	32.3	10.0	13.7	17.1	29.1	7.3	43,555	12,367	1,396	1,895	2,654	11,034	2,117
Pike	28.3	.0117	30.1	17.4	13.5	15.5	27.8	10.0	118,383	24,325	12,064	12,071	2,764	29,627	5,325
Randolph	20.3	.0084	33.9	9.9	14.0	17.3	31.1	7.4	61,506	21,142	2,622	5,072	1,797	9,726	3,551
☐ Russell	48.5	.0202	31.3	11.2	15.8	18.4	25.8	17.6	141,820	52,296	12,310	17,746	1,876	17,193	6,864
Sumter	16.7	.0070	28.1	14.1	12.9	13.2	27.8	5.4	40,913	15,134	2,990	6,723	943	4,123	2,072
Talladega	76.9	.0319	30.6	11.1	15.2	17.8	25.5	26.4	309,853	87,544	20,804	36,663	11,247	72,794	13,277
Tallapoosa	39.7	.0165	33.6	9.3	15.0	17.9	30.0	14.5	124,162	29,009	8,191	11,481	9,224	25,579	7,885
Washington	17.3	.0072	29.6	10.4	15.4	18.3	23.3	5.8	40,716	8,112	1,007	2,091	3,680	7,820	1,364
Wilcox	14.8	.0061	28.6	9.9	12.7	13.5	28.3	4.6	38,531	13,370	1,717	2,593	1,197	5,164	1,440
Winston	23.4	.0097	33.0	9.6	15.8	20.6	26.2	8.6	73,186	22,575	4,421	10,218	4,967	13,618	2,209
TOTAL METRO COUNTIES	**2,596.0**	**1.0780**	**31.2**	**12.2**	**17.1**	**18.7**	**24.8**	**952.9**	**12,856,375**	**2,796,153**	**1,049,525**	**1,610,609**	**628,091**	**3,146,996**	**488,670**
TOTAL STATE	**4,079.8**	**1.6940**	**31.4**	**11.8**	**16.5**	**18.5**	**25.6**	**1,484.5**	**18,060,674**	**4,096,917**	**1,381,116**	**2,160,274**	**845,372**	**4,353,125**	**720,563**

ALA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANNISTON	**1,085,193**	**18,110**	**28.1**	**27.5**	**12.2**	**5.4**	**.0398**
Calhoun	1,085,193	18,110	28.1	27.5	12.2	5.4	.0398
• Anniston	270,372	15,309	27.9	21.7	10.0	7.2	.0141
SUBURBAN TOTAL	814,821	19,064	28.1	29.6	13.1	4.8	.0257
BIRMINGHAM	**9,316,437**	**20,201**	**24.7**	**26.7**	**14.3**	**9.5**	**.3395**
Blount	286,990	15,737	30.3	25.8	9.1	3.3	.0102
Jefferson	7,197,033	20,520	24.4	26.5	14.4	10.2	.2682
• Bessemer	244,916	14,932	23.8	23.3	10.7	5.1	.0122
• Birmingham	2,535,969	16,009	27.3	23.6	10.8	6.4	.1107
St. Clair	354,066	17,422	29.6	29.3	10.3	3.6	.0123
Shelby	879,684	26,113	20.6	27.2	20.2	13.5	.0263
Walker	598,684	17,417	27.4	26.8	11.8	5.1	.0225
SUBURBAN TOTAL	6,535,542	22,815	23.5	28.5	16.2	11.3	.2166
DOTHAN	**1,151,420**	**18,256**	**29.0**	**27.6**	**11.3**	**6.4**	**.0482**
Dale	403,376	17,830	31.1	27.7	10.5	5.5	.0142
Houston	748,044	18,503	28.0	27.6	11.6	6.9	.0340
• Dothan	542,995	19,535	27.7	27.9	12.5	8.3	.0268
SUBURBAN TOTAL	608,425	17,293	30.4	27.3	10.2	4.9	.0214

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
FLORENCE	**1,264,994**	**18,691**	**26.6**	**27.7**	**13.2**	**6.0**	**.0479**
Colbert	484,355	18,244	27.4	28.4	12.6	4.7	.0187
Lauderdale	780,639	19,018	26.0	27.2	13.6	7.0	.0292
• Florence	367,147	18,611	25.8	25.0	14.7	7.1	.0167
SUBURBAN TOTAL	897,847	18,720	27.0	28.7	12.6	5.6	.0312
GADSDEN	**879,399**	**16,249**	**27.3**	**25.3**	**11.3**	**4.9**	**.0337**
Etowah	879,399	16,249	27.3	25.3	11.3	4.9	.0337
• Gadsden	405,065	14,247	26.9	21.4	10.0	5.7	.0179
SUBURBAN TOTAL	474,334	18,051	27.7	28.7	12.5	4.1	.0158
HUNTSVILLE	**2,560,999**	**24,485**	**22.9**	**26.5**	**16.2**	**16.6**	**.0882**
Madison	2,560,999	24,485	22.9	26.5	16.2	16.6	.0882
• Huntsville	1,957,324	25,775	21.9	25.7	16.8	18.7	.0706
SUBURBAN TOTAL	603,675	21,603	25.9	28.7	14.3	11.0	.0176
MOBILE	**4,691,504**	**20,914**	**24.4**	**26.9**	**14.9**	**10.2**	**.1774**
Baldwin	891,944	20,939	25.8	27.4	14.9	9.9	.0326
Mobile	3,799,560	20,903	24.0	26.8	14.9	10.3	.1448
• Mobile	2,221,393	20,633	24.5	25.9	14.0	11.4	.0928
SUBURBAN TOTAL	2,470,111	21,155	24.3	27.7	15.6	9.2	.0846

METRO
MOBILE
Press-Register

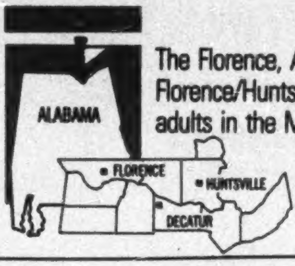
Alabama's Second Largest. After Birmingham

MOBILE RANKS FIRST
in Alabama in . . .

POPULATION 473,000
HOUSEHOLDS 170,100
EBI $4,691,504
TOTAL RETAIL SALES $2,524,238

Newhouse Newspaper

SOURCE S&MM 1986 Survey of Buying Power



POWER SOURCE OF NORTHWEST ALABAMA

The Florence, Alabama MSA is a vital part of a top 100 market, the Florence/Huntsville/Decatur ADI. The **Times Daily** reaches 87% of all adults in the MSA and a market with an effective buying income of over a billion dollars.

A powerful market served by a powerful newspaper.

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205-766-3434

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New York 212-490-1200
Atlanta 404-233-6708

THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

Source: Sales & Marketing Management, 1986 Survey of Buying Power; A.B.C. Fas Fax.

ALA. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
MONTGOMERY	**2,943,622**	**20,834**	**24.9**	**26.6**	**15.0**	**10.3**	**.1094**
Autauga	342,913	23,727	20.5	29.5	18.6	10.0	.0119
Elmore	401,361	19,159	26.3	28.2	13.5	6.2	.0137
Montgomery	2,199,348	20,771	25.2	25.9	14.7	11.2	.0838
• Montgomery	2,002,458	20,822	25.3	26.1	14.8	11.0	.0775
SUBURBAN TOTAL	941,164	20,859	23.9	27.6	15.3	9.0	.0319
TUSCALOOSA	**1,283,819**	**17,900**	**25.1**	**25.5**	**12.5**	**7.4**	**.0505**
Tuscaloosa	1,283,819	17,900	25.1	25.5	12.5	7.4	.0505
• Tuscaloosa	667,100	15,644	25.2	22.4	10.3	7.9	.0303
SUBURBAN TOTAL	616,719	20,387	25.0	29.2	15.0	6.7	.0202
OTHER COUNTIES							
Barbour	181,593	14,007	27.6	20.9	8.3	5.4	.0070
Bibb	111,620	14,545	30.1	25.3	7.3	2.2	.0042
Bullock	69,461	12,402	30.0	16.2	7.9	4.7	.0027
Butler	153,176	14,143	30.1	22.7	6.4	4.8	.0065
Chambers	337,374	17,997	27.2	27.1	12.8	5.4	.0124
Cherokee	150,367	15,508	30.5	26.3	8.8	3.0	.0053
Chilton	285,057	17,584	27.6	27.3	10.4	6.1	.0104
Choctaw	124,325	14,362	23.2	20.7	11.2	6.5	.0045
Clarke	214,182	16,201	24.5	23.4	11.8	6.3	.0089
Clay	88,738	13,639	30.7	23.6	5.8	2.6	.0035
Cleburne	112,593	18,204	28.4	29.9	10.3	4.9	.0035
Coffee	335,930	18,594	25.9	29.9	10.7	5.9	.0133
Conecuh	103,375	12,384	25.1	21.8	5.7	4.4	.0041
Coosa	101,092	16,632	27.6	29.0	8.5	4.3	.0030
Covington	285,875	14,191	30.0	23.6	6.8	3.6	.0116
Crenshaw	80,895	10,408	28.7	15.5	4.9	2.5	.0033
Cullman	524,663	15,635	30.1	25.1	8.3	4.8	.0205
Dallas	340,495	12,518	28.4	19.7	7.3	3.4	.0152
De Kalb	441,446	14,669	28.3	25.1	8.3	3.3	.0159
Escambia	278,770	15,426	27.0	25.7	9.4	4.5	.0115
Fayette	164,933	17,497	25.6	27.6	10.2	6.2	.0058
Franklin	248,813	16,502	26.4	25.9	10.3	5.7	.0095
Geneva	213,188	15,664	25.8	25.6	9.2	5.3	.0071
Greene	62,785	10,496	27.4	13.7	6.2	4.5	.0028
Hale	85,483	10,811	25.8	17.3	5.3	4.3	.0036
Henry	121,481	15,943	29.1	26.4	9.3	4.5	.0045
Jackson	416,227	16,648	29.3	28.1	9.7	3.1	.0153
Lamar	135,379	17,377	27.6	28.2	10.6	4.6	.0049
Lawrence	260,160	18,417	23.7	26.1	14.0	6.6	.0088
Lee	722,445	15,946	25.1	22.6	11.1	7.3	.0277
Limestone	461,508	21,389	23.7	28.1	14.1	11.0	.0159
Lowndes	68,461	11,475	28.2	17.8	4.8	4.6	.0028
Macon	158,360	11,768	26.5	17.4	7.8	4.7	.0063
Marengo	167,505	13,122	23.2	19.8	11.1	4.6	.0070
Marion	279,216	18,132	27.2	29.1	10.5	5.5	.0097
Marshall	525,933	14,745	30.5	23.7	8.2	3.6	.0233
Monroe	176,871	16,262	25.1	24.9	11.4	5.9	.0064
Morgan	908,285	20,308	25.5	28.8	14.8	7.1	.0342
Decatur	464,134	22,287	22.7	28.0	17.4	9.0	.0198
Perry	83,952	10,983	26.2	17.3	6.8	3.3	.0033
Pickens	142,400	13,992	29.5	21.9	8.9	3.0	.0052
Pike	202,212	13,776	27.0	22.2	8.8	4.2	.0086
Randolph	149,508	15,493	28.4	25.5	9.1	4.0	.0056
☐ Russell	363,611	15,402	27.4	24.9	9.2	4.6	.0136
Sumter	108,643	12,595	24.5	19.0	9.4	3.0	.0043
Talladega	634,074	18,165	26.8	26.4	12.8	6.4	.0243
Tallapoosa	305,145	15,846	30.6	26.2	8.5	3.9	.0115
Washington	138,190	19,177	22.5	27.9	14.5	6.0	.0046
Wilcox	85,038	11,938	26.6	15.9	8.4	4.9	.0038
Winston	176,837	15,170	31.8	24.1	8.3	4.2	.0065
TOTAL METRO COUNTIES	**25,540,988**	**20,029**	**25.2**	**26.7**	**14.8**	**9.4**	**.9482**
TOTAL STATE	**37,065,047**	**18,428**	**26.0**	**26.0**	**12.5**	**7.9**	**1.2889**

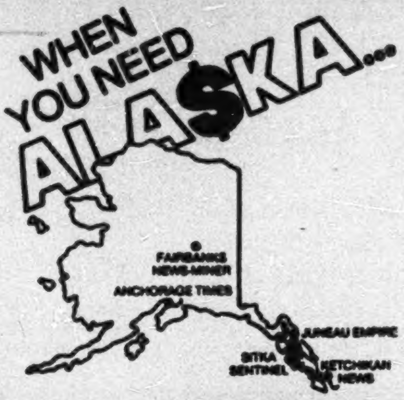
ALASKA

ALASKA

S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANCHORAGE	**237.1**	**.0984**	**27.9**	**13.7**	**24.9**	**22.0**	**10.2**	**87.4**	**2,596,640**	**393,641**	**326,998**	**339,635**	**128,281**	**486,927**	**96,626**
Anchorage	237.1	.0984	27.9	13.7	24.9	22.0	10.2	87.4	2,596,640	393,641	326,998	339,635	128,281	486,927	96,626
• Anchorage	237.1	.0984	27.9	13.7	24.9	22.0	10.2	87.4	2,596,640	393,641	326,998	339,635	128,281	486,927	96,626
OTHER COUNTIES															
Aleutian Islands	8.0	.0034	25.7	23.7	28.9	16.8	6.4	1.8	12,614	7,260	1,520	1,043		90	
Bethel	12.9	.0054	23.7	13.3	18.9	16.7	12.0	3.4	29,815	5,966	866	13,368	140	2,887	
Bristol Bay	1.2	.0005	29.1	19.7	34.4	22.2	7.6	.2	8,388	3,660	2,327		61	771	
Dillingham	5.7	.0023	25.0	13.7	19.9	18.1	12.0	1.8	9,498	5,398	1,504	467	63	878	
Fairbanks North Star	67.8	.0282	27.1	16.0	25.8	19.8	9.8	23.7	642,081	119,421	67,285	82,306	26,932	155,225	23,900
Haines	1.9	.0008	30.2	8.6	21.8	23.1	16.3	.6	12,568	3,441	1,138	1,277	58	906	
Juneau	26.0	.0108	29.6	10.9	24.7	22.7	13.9	9.4	230,066	79,267	25,685	541	13,020	23,925	7,181
Kenai Peninsula	40.5	.0168	28.4	10.6	23.0	21.5	13.3	14.1	230,355	69,787	23,367	2,431	6,588	29,252	14,971
Ketchikan Gateway	13.4	.0055	29.7	11.3	20.7	21.5	17.8	5.0	75,367	11,364	11,350	7,917	2,632	7,900	2,081
Kobuk	5.8	.0025	23.2	13.6	18.4	15.0	13.2	1.5	23,045	8,464	3,581	6,034		38	



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ALASKA (cont.)

S&MM ESTIMATES

POPULATION—12/31/85 · RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Kodiak Island	14.0	.0058	27.2	15.8	26.2	19.3	10.2	4.5	66,314	15,031	10,328		1,941	11,118	2,306
Matanuska - Susitna	34.5	.0143	28.6	8.9	22.0	22.0	13.9	11.6	126,533	51,842	10,886	4,033	3,762	7,641	1,054
Nome	7.7	.0032	25.2	12.9	19.0	17.1	14.2	2.2	30,195	15,387	3,427	4,782	744	138	648
North Slope	5.3	.0022	26.2	14.3	22.2	19.2	11.2	1.2	31,617	3,567	27,081	925			
Prince of Wales - Outer Ketchikan	4.5	.0019	27.4	12.0	20.7	20.5	13.8	1.3	14,549	8,652	3,242	226	164	333	
Sitka	8.7	.0036	28.1	12.7	21.6	21.3	13.8	2.7	42,482	18,413	4,680	1,492	1,863	542	1,212
Skagway - Yakutat - Angoon	4.2	.0017	28.1	10.2	23.5	19.0	14.8	1.3	9,818	3,549	1,862	1,585	85	190	
Southeast Fairbanks	7.4	.0031	25.9	15.1	24.5	19.2	8.6	2.1	16,656	6,964	2,438	1,167	102	961	
Valdez - Cordova	9.8	.0041	29.0	11.8	23.9	22.3	13.4	3.5	61,756	21,336	10,140	918	240	4,410	1,151
Wade Hampton	5.5	.0022	21.6	13.2	16.4	14.7	12.4	1.1	12,433	3,692	291	6,605	53	123	
Wrangell - Petersburg	6.9	.0029	29.0	11.3	22.7	19.6	16.7	2.2	31,711	16,067	3,143	639	116	1,563	927
Yukon - Koyukuk	9.0	.0037	27.0	13.1	23.8	18.8	12.3	2.7	41,296	10,989	3,927	5,796	403	904	
TOTAL METRO COUNTIES	**237.1**	**.0984**	**27.9**	**13.7**	**24.9**	**22.0**	**10.2**	**87.4**	**2,596,640**	**393,641**	**326,998**	**339,635**	**128,281**	**486,927**	**96,626**
TOTAL STATE	**537.8**	**.2233**	**27.7**	**13.3**	**24.0**	**21.0**	**11.4**	**185.3**	**4,355,797**	**983,158**	**547,066**	**483,187**	**187,248**	**736,742**	**152,857**

ALASKA

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANCHORAGE	**3,792,676**	**34,793**	**17.2**	**22.6**	**19.1**	**30.6**	**.1432**
Anchorage	3,792,676	34,793	17.2	22.6	19.1	30.6	.1432
• Anchorage	3,792,676	34,793	17.2	22.6	19.1	30.6	.1432
OTHER COUNTIES							
Aleutian Islands	129,110	24,611	25.6	25.0	14.6	20.3	.0033
Bethel	99,632	18,217	24.9	18.8	14.0	13.7	.0035
Bristol Bay	21,510	51,857	6.5	14.5	19.0	53.5	.0007
Dillingham	57,682	21,080	20.5	21.2	11.9	18.5	.0017
Fairbanks North Star	1,061,530	33,885	18.3	20.1	17.3	31.2	.0384
Haines	19,065	25,083	23.5	24.9	15.0	18.5	.0007
Juneau	452,835	41,103	12.7	22.0	21.6	37.0	.0153
Kenai Peninsula	576,564	31,911	15.9	20.3	16.9	29.6	.0185
Ketchikan Gateway	212,657	35,397	10.5	24.3	22.7	27.9	.0066
Kobuk	55,374	26,542	21.8	22.4	15.0	21.3	.0020

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Kodiak Island	195,932	32,188	18.4	21.9	19.5	26.2	.0061
Matanuska - Susitna	369,620	25,423	20.3	26.8	16.8	17.1	.0121
Nome	75,156	22,125	21.0	19.3	13.5	20.7	.0027
North Slope	67,807	36,500	14.7	18.9	21.3	31.0	.0022
Prince of Wales - Outer Ketchikan	63,813	35,609	14.7	20.0	21.6	29.5	.0019
Sitka	131,155	41,981	12.8	20.3	25.1	34.8	.0040
Skagway - Yakutat - Angoon	46,746	27,000	20.9	21.3	19.6	19.5	.0015
Southeast Fairbanks	74,346	21,686	27.7	19.9	16.2	17.0	.0022
Valdez - Cordova	156,928	33,234	15.7	19.0	14.7	33.2	.0050
Wade Hampton	25,194	15,345	27.8	22.3	9.3	6.8	.0011
Wrangell - Petersburg	79,965	27,654	19.5	30.2	20.4	16.6	.0027
Yukon - Koyukuk	74,613	12,768	20.7	18.5	10.3	8.9	.0030
TOTAL METRO COUNTIES	**3,792,676**	**34,793**	**17.2**	**22.6**	**19.1**	**30.6**	**.1432**
TOTAL STATE	**7,841,910**	**32,534**	**17.5**	**22.1**	**18.3**	**28.4**	**.2784**

ARIZONA

ARIZ.

S&MM ESTIMATES

POPULATION—12/31/85 · RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
PHOENIX	**1,841.1**	**.7644**	**31.7**	**12.1**	**17.8**	**18.4**	**25.7**	**719.1**	**11,710,860**	**2,589,400**	**1,152,255**	**1,339,863**	**738,581**	**2,398,138**	**489,256**
Maricopa	1,841.1	.7644	31.7	12.1	17.8	18.4	25.7	719.1	11,710,860	2,589,400	1,152,255	1,339,863	738,581	2,398,138	489,256
Glendale	122.6	.0509	29.3	12.0	19.8	20.5	18.3	44.9	801,353	150,357	44,374	44,536	30,106	343,741	29,787
• Mesa	220.9	.0917	29.9	12.1	19.8	16.6	23.4	84.7	1,697,557	318,913	126,718	271,952	116,717	398,013	84,117
• Phoenix	897.2	.3725	30.8	12.1	19.1	19.1	22.9	349.1	5,890,783	1,308,190	611,180	751,616	425,886	993,616	236,556
• Scottsdale	108.8	.0452	37.5	11.0	14.2	22.9	31.1	45.7	1,237,771	213,295	138,240	133,718	66,991	357,635	45,963
• Tempe	129.5	.0538	27.3	22.2	21.0	19.0	14.8	48.9	1,017,761	224,972	121,246	79,658	38,917	195,840	41,304
SUBURBAN TOTAL	484.7	.2012	35.2	9.6	14.7	16.8	33.5	190.7	1,866,988	524,036	154,871	102,919	90,070	453,034	81,316

ARIZ. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
TUCSON	**634.6**	**.2635**	**31.6**	**13.1**	**18.4**	**17.6**	**26.0**	**253.0**	**3,305,023**	**733,054**	**348,092**	**461,636**	**199,008**	**652,355**	**142,922**
Pima	634.6	.2635	31.6	13.1	18.4	17.6	26.0	253.0	3,305,023	733,054	348,092	461,636	199,008	652,355	142,922
• Tucson	381.9	.1586	30.7	15.4	19.2	16.2	25.4	157.1	2,650,387	532,309	266,501	372,347	176,567	607,808	112,925
SUBURBAN TOTAL	252.7	.1049	33.1	9.6	17.2	19.7	27.0	95.9	654,636	200,745	81,591	89,289	22,441	44,547	29,997
OTHER COUNTIES															
Apache	57.6	.0240	22.7	11.5	15.4	16.6	14.2	14.9	96,627	33,911	5,338	14,413	468	5,316	3,439
Cochise	96.2	.0399	31.0	10.8	16.3	18.7	24.8	34.7	336,375	97,500	31,320	39,266	11,992	69,888	12,079
Coconino	88.1	.0366	24.9	19.0	19.4	16.4	13.9	28.1	523,487	107,879	73,781	60,009	14,846	64,703	17,163
Gila	38.6	.0160	33.0	8.8	14.6	17.7	29.4	14.4	161,155	62,453	14,314	13,118	2,080	25,323	6,804
Graham	25.1	.0104	28.4	11.3	15.8	17.5	22.1	7.5	129,583	36,191	7,242	16,070	3,514	21,972	6,922
Greenlee	10.8	.0045	27.6	9.8	17.1	17.6	19.7	3.6	23,372	11,756	1,353	1,465	733	2,032	1,111
La Paz	14.1	.0059	31.0	11.2	14.9	17.6	26.4	5.6	31,869	9,801	2,871	870	905	3,281	1,022
Mohave	72.5	.0301	38.5	8.1	13.5	17.7	36.7	29.9	412,736	104,845	33,692	31,266	9,354	85,875	11,168
Navajo	74.3	.0309	24.8	10.7	15.7	17.6	16.5	21.8	284,159	92,619	26,162	24,887	4,209	33,216	7,826
Pinal	102.2	.0424	30.3	10.8	16.1	17.5	24.9	34.5	358,565	111,934	30,962	24,236	7,192	48,354	21,726
Santa Cruz	24.3	.0101	29.3	9.3	15.8	17.9	23.1	7.8	168,068	44,811	14,048	25,389	5,678	19,913	9,437
Yavapai	86.6	.0360	40.4	7.8	13.4	16.7	39.9	36.7	402,342	115,208	37,856	49,809	12,556	51,881	14,347
Yuma	86.1	.0357	29.8	13.1	15.8	17.0	24.8	30.0	457,137	107,793	49,313	53,655	17,606	92,312	22,815
Yuma	45.2	.0188	28.5	15.9	17.7	17.0	21.5	15.9	325,018	70,963	35,495	47,746	14,638	77,049	18,467
TOTAL METRO COUNTIES	**2,475.7**	**1.0279**	**31.7**	**12.3**	**18.0**	**18.2**	**25.8**	**972.1**	**15,015,883**	**3,322,454**	**1,500,347**	**1,801,499**	**937,589**	**3,050,493**	**632,178**
TOTAL STATE	**3,252.2**	**1.3504**	**31.3**	**12.1**	**17.5**	**18.0**	**25.5**	**1,241.6**	**18,401,358**	**4,259,155**	**1,828,599**	**2,155,952**	**1,028,722**	**3,574,559**	**768,087**

ARIZ.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
PHOENIX	**21,989,680**	**24,214**	**24.4**	**29.4**	**16.7**	**13.1**	**.7974**
Maricopa	21,989,680	24,214	24.4	29.4	16.7	13.1	.7974
Glendale	1,373,401	26,295	22.8	30.2	19.6	12.5	.0519
• Mesa	2,491,027	24,471	25.0	30.7	18.0	10.9	.0993
• Phoenix	10,438,090	23,741	24.4	29.5	16.5	12.3	.3876
• Scottsdale	1,700,314	30,315	19.9	26.3	20.1	22.0	.0660
• Tempe	1,595,558	27,076	21.7	28.4	19.2	15.7	.0611
SUBURBAN TOTAL	5,764,691	23,038	26.0	29.1	15.2	12.7	.1834
TUCSON	**6,595,885**	**19,894**	**28.2**	**27.8**	**13.0**	**8.9**	**.2415**
Pima	6,595,885	19,894	28.2	27.8	13.0	8.9	.2415
• Tucson	3,656,660	17,971	30.4	27.1	11.4	6.1	.1540
SUBURBAN TOTAL	2,939,225	24,063	24.7	28.9	15.6	13.7	.0875
OTHER COUNTIES							
Apache	316,221	16,005	25.3	22.5	11.6	6.5	.0126
Cochise	798,051	17,251	33.0	26.0	10.8	5.4	.0293
Coconino	742,611	20,269	26.6	28.5	13.7	8.5	.0320
Gila	341,175	19,105	25.3	27.9	14.1	6.2	.0127
Graham	150,130	14,738	32.0	23.4	7.1	4.8	.0075
Greenlee	95,604	25,910	20.0	41.6	15.1	6.8	.0031
La Paz	98,437	12,640	34.9	17.1	7.2	2.9	.0036
Mohave	650,178	16,462	32.7	25.6	9.7	5.0	.0265
Navajo	535,269	19,227	24.1	25.5	13.8	9.0	.0218
Pinal	783,726	18,155	29.4	30.5	9.5	5.2	.0303
Santa Cruz	200,526	19,055	30.7	27.0	11.7	8.8	.0092
Yavapai	827,803	16,737	32.1	25.5	9.9	5.6	.0306
Yuma	720,420	17,969	32.7	26.7	11.6	6.0	.0297
Yuma	413,082	19,767	30.5	28.6	14.4	6.4	.0181
TOTAL METRO COUNTIES	**28,585,565**	**23,012**	**25.5**	**28.8**	**15.8**	**12.0**	**1.0389**
TOTAL STATE	**34,845,716**	**21,714**	**26.4**	**28.3**	**14.8**	**10.6**	**1.2878**

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ARKANSAS

ARK. S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FAYETTEVILLE - SPRINGDALE	**107.6**	**.0446**	**29.8**	**17.4**	**17.6**	**17.8**	**23.1**	**39.9**	**623,247**	**125,696**	**59,601**	**124,610**	**24,675**	**117,948**	**12,111**
Washington	107.6	.0446	29.8	17.4	17.6	17.8	23.1	39.9	623,247	125,696	59,601	124,610	24,675	117,948	12,111
• Fayetteville	36.6	.0152	25.9	30.7	18.7	13.6	19.3	13.9	367,560	66,041	41,234	92,231	13,582	77,198	7,812
• Springdale	26.0	.0108	31.8	10.5	17.9	19.3	24.9	9.7	203,023	42,122	14,467	28,361	9,977	36,820	3,280
SUBURBAN TOTAL	45.0	.0186	32.3	10.6	16.5	20.3	25.3	16.3	52,664	17,533	3,900	4,018	1,116	3,930	1,019
FORT SMITH	**178.5**	**.0741**	**32.5**	**10.1**	**16.2**	**19.0**	**26.9**	**65.7**	**854,054**	**159,414**	**79,207**	**121,900**	**39,193**	**169,942**	**21,147**
Crawford	42.1	.0175	31.9	9.6	16.4	19.7	25.2	14.5	99,205	21,551	11,078	16,273	4,967	16,729	2,828
Sebastian	100.8	.0418	32.7	10.6	17.0	18.5	27.5	39.0	666,524	110,004	63,417	95,443	30,966	137,358	16,984
• Fort Smith	75.0	.0311	32.9	10.9	17.1	17.9	28.5	30.0	641,175	98,801	61,897	95,029	30,601	135,560	16,586
Sequoyah, Okla.	*35.6*	*.0148*	*32.7*	*9.2*	*14.2*	*19.7*	*27.0*	*12.2*	*88,325*	*27,859*	*4,712*	*10,184*	*3,260*	*15,855*	*1,335*
SUBURBAN TOTAL	103.5	.0430	32.1	9.5	15.7	19.8	25.7	35.7	212,879	60,613	17,310	26,871	8,592	34,382	4,561
LITTLE ROCK - NORTH LITTLE ROCK	**505.0**	**.2097**	**30.6**	**12.1**	**18.8**	**18.7**	**23.0**	**183.5**	**2,934,667**	**581,869**	**262,405**	**393,077**	**139,945**	**651,062**	**65,984**
Faulkner	52.5	.0218	29.3	17.5	15.6	17.2	24.0	18.2	219,867	42,260	21,984	23,955	10,275	35,665	4,777
Lonoke	38.3	.0159	31.6	9.5	15.2	20.4	24.5	13.0	125,652	38,457	3,266	12,373	1,808	33,184	5,706
Pulaski	357.0	.1482	30.5	12.0	19.8	18.2	22.8	133.1	2,429,235	458,049	229,546	337,200	122,356	540,872	49,828
• Jacksonville	28.9	.0120	25.1	18.6	21.5	17.6	11.0	9.3	148,880	31,773	16,322	20,431	5,966	39,742	3,696
• Little Rock	173.0	.0718	31.0	11.7	20.5	17.3	24.6	66.9	1,456,774	234,966	153,635	196,911	85,626	343,007	32,040
• North Little Rock	66.0	.0274	33.0	10.9	17.6	17.8	28.6	25.5	652,586	130,740	49,040	111,278	22,636	127,139	11,851
Saline	57.2	.0238	31.9	9.5	17.5	22.2	22.5	19.2	159,913	43,103	7,609	19,549	5,506	41,341	5,673
SUBURBAN TOTAL	237.1	.0985	30.4	11.8	17.5	20.2	21.8	81.8	676,427	184,390	43,408	64,457	25,717	141,174	18,397
PINE BLUFF	**90.0**	**.0373**	**30.7**	**12.2**	**15.7**	**16.6**	**26.6**	**30.6**	**424,303**	**99,849**	**28,615**	**57,635**	**17,202**	**87,403**	**11,932**
Jefferson	90.0	.0373	30.7	12.2	15.7	16.6	26.6	30.6	424,303	99,849	28,615	57,635	17,202	87,403	11,932
• Pine Bluff	62.4	.0259	31.2	12.6	15.5	15.1	29.1	22.3	399,153	86,988	26,718	57,227	16,710	87,320	11,335
SUBURBAN TOTAL	27.6	.0114	29.5	11.2	16.3	20.3	20.8	8.3	25,150	12,861	1,897	408	492	83	597
TEXARKANA	**120.7**	**.0501**	**32.8**	**9.6**	**16.1**	**17.7**	**28.7**	**44.2**	**725,302**	**153,497**	**61,652**	**101,144**	**31,889**	**134,441**	**22,540**
Miller	39.3	.0163	32.2	9.7	15.9	16.9	28.7	14.2	184,253	63,786	17,957	10,704	7,566	8,812	8,367
• Texarkana	22.5	.0093	33.7	9.8	15.5	15.8	32.1	8.5	175,835	62,320	16,630	10,661	7,385	8,522	8,353
Bowie, Tex.	*81.4*	*.0338*	*33.1*	*9.6*	*16.0*	*18.1*	*28.8*	*30.0*	*541,049*	*89,711*	*43,695*	*90,440*	*24,323*	*125,629*	*14,173*
• Texarkana	*33.8*	*.0140*	*33.2*	*10.2*	*16.2*	*15.0*	*32.1*	*13.2*	*415,442*	*58,551*	*31,925*	*79,072*	*21,716*	*103,992*	*10,606*
SUBURBAN TOTAL	64.4	.0268	32.3	9.2	16.2	19.8	25.8	22.5	134,025	32,626	13,097	11,411	2,788	21,927	3,581
OTHER COUNTIES															
Arkansas	23.0	.0096	33.9	9.8	15.4	17.8	30.5	8.7	102,522	27,671	5,393	12,794	3,828	14,696	2,750
Ashley	26.4	.0109	32.1	9.3	14.9	18.8	26.9	9.2	78,076	20,568	4,132	11,297	2,791	17,994	3,679
Baxter	32.2	.0134	47.2	6.0	11.3	15.4	47.5	13.3	131,074	31,186	8,893	19,828	8,545	21,502	6,607

ARKANSAS-
LITTLE ROCK/NORTH LITTLE ROCK MSA DEMOGRAPHICS

Which Newspaper Delivers Consumer Buying Power?

(HOUSEHOLD INCOME)

Arkansas Democrat
Reader Profile

Under $10,000
13,000

$10,000 to $50,000
101,000

Over $50,000
22,000

Median Household Income
$26,548

Arkansas Gazette
Reader Profile

Under $10,000
21,000

$10,000 to $50.00
101,000

Over $50,000
24,000

Median Household Income
$24,209

The Choice is Clear

For more Demographic data contact Dick E. Browning, National Advertising Manager (501) 378-3447

Arkansas Democrat

Figures taken from continuing market survey conducted by Belden and Associates of Dallas in November, 1985
Representative Nationally by Branham Newspaper Sales

ARK. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Benton	91.4	.0380	35.4	9.8	14.6	18.1	32.4	34.2	354,535	87,343	22,534	49,561	20,408	73,531	7,264
Boone	29.3	.0121	35.8	9.2	14.9	18.3	32.7	11.2	154,823	37,214	11,916	23,914	6,394	33,404	5,641
Bradley	13.8	.0058	37.0	9.0	12.4	17.2	35.3	5.2	44,466	13,203	2,188	3,933	1,050	7,158	2,284
Calhoun	6.1	.0025	34.9	11.3	13.0	17.2	32.6	2.2	11,821	4,130	347	141	381	1,777	421
Carroll	18.0	.0075	39.2	7.7	14.1	18.2	37.3	7.4	81,544	25,218	7,850	6,954	2,307	10,842	1,756
Chicot	17.3	.0072	31.0	9.6	12.5	14.8	30.2	5.8	52,761	16,665	2,926	2,675	576	11,286	2,162
Clark	23.3	.0096	31.6	17.3	14.2	16.0	29.2	8.1	125,120	22,953	10,951	18,333	2,450	32,979	3,714
Clay	20.5	.0085	38.2	8.2	12.6	18.5	35.9	7.9	46,940	14,502	2,976	7,004	952	8,286	2,964
Cleburne	20.1	.0084	39.6	8.0	12.0	19.6	36.8	7.7	62,760	10,853	3,223	11,034	1,901	16,399	1,510
Cleveland	8.1	.0034	35.0	8.5	14.2	19.3	30.7	2.9	6,136	1,424	383		136	337	372
Columbia	26.8	.0111	33.8	12.6	13.3	17.0	31.3	9.7	109,308	23,939	8,385	19,414	8,266	15,881	4,005
Conway	20.2	.0084	33.7	9.6	13.8	17.5	30.7	7.1	127,624	26,982	5,535	18,146	3,802	39,424	2,596
Craighead	66.0	.0274	30.7	14.8	16.9	18.5	24.3	23.7	405,767	79,494	41,001	68,105	17,484	69,438	14,027
☐ Crittenden	49.9	.0207	28.5	10.9	15.5	17.6	22.3	16.5	377,390	61,894	20,715	26,646	9,913	73,284	10,375
• West Memphis	27.7	.0115	29.0	11.2	17.0	18.7	21.1	9.6	287,840	49,429	18,608	25,257	7,664	68,321	8,980
Cross	20.3	.0084	30.3	10.0	15.0	17.2	25.8	6.8	75,652	24,722	4,429	10,849	1,632	11,993	1,380
Dallas	10.8	.0045	34.7	9.0	14.1	17.0	32.6	4.0	40,680	9,661	2,108	6,580	1,565	8,750	1,140
Desha	19.4	.0080	30.0	10.4	14.6	15.4	27.3	6.6	136,239	27,188	4,044	20,214	2,986	54,896	2,459
Drew	18.3	.0076	30.9	13.2	15.2	17.4	26.3	6.4	60,926	13,669	4,063	8,590	2,167	12,541	1,808
Franklin	16.3	.0068	34.5	9.5	14.3	18.3	31.0	5.9	41,785	12,062	3,546	4,934	913	8,178	1,642
Fulton	10.8	.0045	39.4	7.4	13.1	17.2	38.1	4.4	21,810	6,911	1,749	1,936	1,283	2,007	1,487
Garland	76.7	.0318	38.9	8.6	14.0	17.3	37.6	31.5	437,981	85,032	52,242	76,329	14,644	86,657	12,421
Grant	13.9	.0058	33.9	9.3	15.0	21.6	26.6	4.9	32,680	8,334	2,151	5,685	438	4,174	1,827
Greene	32.2	.0134	33.9	9.8	15.5	19.1	29.2	12.0	124,411	24,180	10,864	20,454	6,087	20,991	4,360
Hempstead	24.5	.0102	35.0	9.0	13.8	18.0	32.0	8.7	79,014	24,092	5,793	9,674	2,419	12,664	2,352
Hot Spring	28.1	.0116	34.2	9.2	15.3	18.7	30.2	10.4	95,080	19,641	6,494	11,579	2,742	23,433	2,184
Howard	14.0	.0058	34.9	8.9	14.1	16.8	33.0	5.1	66,523	14,125	2,673	10,763	2,186	19,257	2,234
Independence	32.6	.0136	33.6	10.0	15.7	19.2	28.6	11.8	115,835	28,799	7,115	16,575	4,878	22,260	3,259
Izard	11.9	.0049	44.3	6.5	11.9	15.8	44.9	4.7	33,006	11,296	665	1,349	385	9,858	1,457
Jackson	21.1	.0088	34.2	9.3	14.6	18.0	30.9	7.8	94,455	24,618	8,551	10,306	3,086	16,858	3,413
Johnson	18.9	.0079	35.8	9.7	13.7	17.3	33.7	7.0	59,155	16,761	2,703	6,887	2,583	16,961	1,743
Lafayette	10.1	.0042	34.5	8.4	13.0	16.5	32.8	3.7	27,418	10,293	872	1,733	990	3,012	1,258
Lawrence	18.9	.0078	35.6	10.0	13.8	17.9	32.8	7.2	72,503	15,211	3,794	5,818	2,340	22,476	2,653
Lee	15.4	.0064	30.4	9.1	12.3	15.2	29.2	5.1	36,034	10,895	2,724	2,490	883	6,627	2,274
Lincoln	13.2	.0055	31.6	11.8	18.4	17.9	25.9	3.7	25,213	8,355	284	603	275	8,163	932
Little River	14.8	.0062	31.7	9.4	15.2	18.3	26.7	5.0	37,057	11,278	1,488	4,498	710	11,567	1,157
Logan	21.3	.0088	35.4	8.6	13.6	17.7	32.9	7.5	66,780	13,386	4,322	9,882	1,807	24,393	2,306
Madison	12.1	.0050	35.6	8.2	14.9	18.4	32.3	4.5	29,280	8,458	1,752	4,027	1,732	2,620	913
Marion	13.4	.0056	40.1	6.7	12.6	16.9	39.5	5.1	12,348	7,146	799	158	165	956	513
Mississippi	58.2	.0242	29.0	12.1	16.0	16.6	23.8	19.6	222,526	46,586	15,504	39,187	7,896	54,183	7,651
Monroe	12.7	.0052	33.2	9.1	12.8	15.8	31.9	4.6	57,883	13,720	5,714	8,465	1,536	9,242	1,362
Montgomery	8.4	.0035	38.9	8.2	13.3	18.7	36.5	3.3	16,821	4,625	1,523	1,123	513	2,503	350
Nevada	10.9	.0046	35.3	8.9	13.5	15.9	34.3	3.8	31,709	9,247	1,293	3,133	1,956	7,695	1,120
Newton	8.3	.0034	33.3	8.6	16.0	18.9	28.4	2.9	6,200	2,599	776		132	200	212
Ouachita	32.7	.0136	35.0	9.3	14.5	17.1	32.8	12.2	183,266	45,623	12,297	21,153	8,583	40,316	6,812
Perry	8.2	.0034	34.4	8.1	14.3	18.6	30.6	2.8	9,576	4,244	450		118	726	388
Phillips	33.0	.0137	29.9	9.6	12.9	15.9	27.6	11.1	150,167	38,240	6,613	16,813	4,598	43,821	5,616
Pike	10.9	.0045	35.6	9.3	14.0	18.4	32.3	4.1	30,874	10,479	980	2,105	716	5,581	1,251
Poinsett	26.1	.0109	32.9	9.6	14.8	18.8	28.1	9.2	79,443	17,218	5,180	8,744	2,839	11,945	6,208
Polk	18.3	.0076	37.6	7.9	12.5	18.6	34.9	6.6	66,632	17,328	3,721	10,697	2,289	15,767	2,318
Pope	43.2	.0179	31.6	12.9	16.0	19.2	25.3	15.7	280,771	55,184	22,601	36,506	11,308	77,401	7,484
Prairie	9.6	.0040	34.5	9.4	13.8	18.2	31.1	3.7	28,586	5,999	1,510	447	558	8,076	1,590
Randolph	16.9	.0070	35.1	8.8	13.8	18.6	31.5	6.3	38,906	13,044	2,507	3,089	1,841	7,972	1,171
St. Francis	30.1	.0125	29.1	9.9	14.7	16.3	25.1	9.8	131,285	28,122	9,773	13,251	4,919	16,616	4,195
Scott	10.1	.0042	37.2	8.3	12.6	20.2	33.0	3.9	22,229	3,671	1,846	6,077	789	4,815	1,396
Searcy	9.1	.0038	37.2	7.9	13.8	18.1	34.7	3.6	17,036	4,601	932	1,295	558	2,238	1,178
Sevier	14.8	.0062	34.7	8.6	14.5	18.9	30.8	5.5	39,282	4,166	3,092	8,503	543	6,885	3,005
Sharp	16.6	.0068	42.6	7.4	11.4	15.3	42.9	6.5	26,955	6,161	2,631	3,965	2,541	3,428	759
Stone	9.6	.0040	36.4	7.8	14.4	19.9	32.0	3.5	27,473	5,839	1,864	3,614	598	9,317	449
Union	49.6	.0206	34.4	9.6	14.9	17.0	32.2	18.3	240,138	55,688	16,938	16,765	12,755	55,973	9,443
Van Buren	15.5	.0065	40.0	6.9	12.6	17.2	38.9	6.0	40,864	13,023	2,459	985	1,289	12,068	1,574
White	54.1	.0225	32.4	13.1	14.2	18.4	28.0	19.0	228,454	47,826	15,864	19,920	7,236	79,137	7,464
Woodruff	10.5	.0044	32.8	9.2	14.0	15.2	31.8	3.8	28,442	7,414	959	927	829	7,287	1,687
Yell	18.0	.0074	36.6	8.8	13.7	18.7	33.5	6.7	42,550	6,582	2,835	5,270	968	7,586	2,387
TOTAL METRO COUNTIES	**934.7**	**.3879**	**30.7**	**12.3**	**17.7**	**18.3**	**24.1**	**338.2**	**5,209,389**	**1,064,649**	**463,788**	**724,388**	**235,234**	**1,092,596**	**128,581**
TOTAL STATE	**2,401.6**	**.9972**	**32.7**	**10.8**	**15.6**	**17.9**	**28.6**	**874.8**	**11,074,799**	**2,411,336**	**877,508**	**1,481,468**	**453,309**	**2,369,600**	**324,575**

ARK.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
FAYETTEVILLE - SPRINGDALE	**1,007,529**	**18,179**	**29.9**	**27.1**	**10.5**	**7.6**	**.0403**
Washington	1,007,529	18,179	29.9	27.1	10.5	7.6	.0403
• Fayetteville	350,878	15,985	29.5	21.5	10.0	8.8	.0172
• Springdale	258,515	20,969	28.2	32.3	13.2	7.1	.0112
SUBURBAN TOTAL	398,136	18,254	31.4	28.8	9.2	6.8	.0119

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
FORT SMITH	**1,732,278**	**19,005**	**28.5**	**27.5**	**11.9**	**7.9**	**.0643**
Crawford	360,762	19,431	27.8	30.8	11.5	6.1	.0121
Sebastian	1,137,633	20,593	27.4	27.8	13.8	9.9	.0431
• Fort Smith	895,680	20,669	27.2	27.0	13.9	10.9	.0360
Sequoyah, Okla.	*233,883*	*14,245*	*32.8*	*22.6*	*6.6*	*3.4*	*.0091*

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SUBURBAN TOTAL	836,598	17,722	29.4	28.0	10.3	5.4	.0283
LITTLE ROCK - NORTH LITTLE ROCK	**5,595,916**	**22,587**	**25.2**	**28.5**	**15.6**	**11.8**	**.2048**
Faulkner	513,653	20,727	26.8	28.4	14.3	9.1	.0183
Lonoke	304,757	17,571	27.7	26.9	11.5	5.5	.0112
Pulaski	4,239,209	23,347	24.8	28.2	16.0	13.4	.1576
• Jacksonville	283,845	22,228	31.8	34.0	14.6	8.3	.0107
• Little Rock	2,209,573	23,134	24.8	26.9	15.1	15.0	.0851
• North Little Rock	783,972	23,010	23.6	27.6	15.4	13.7	.0335
Saline	538,297	22,969	24.4	32.2	17.3	7.1	.0177
SUBURBAN TOTAL	2,318,526	22,093	25.3	29.5	16.2	9.0	.0755
PINE BLUFF	**751,574**	**17,645**	**25.2**	**24.5**	**12.3**	**8.2**	**.0300**
Jefferson	751,574	17,645	25.2	24.5	12.3	8.2	.0300
• Pine Bluff	533,059	16,653	25.5	23.3	11.4	8.1	.0233
SUBURBAN TOTAL	218,515	20,530	24.4	27.7	14.9	8.4	.0067
TEXARKANA	**1,120,252**	**19,043**	**25.4**	**27.0**	**13.0**	**7.8**	**.0456**
Miller	365,841	19,391	24.5	27.4	13.2	8.0	.0137
• Texarkana	214,872	18,620	25.5	26.9	12.2	7.8	.0095
Bowie, Tex.	*754,411*	*18,890*	*25.9*	*26.7*	*12.9*	*7.7*	*.0319*
• *Texarkana*	*314,886*	*17,134*	*27.2*	*24.2*	*10.9*	*7.6*	*.0174*
SUBURBAN TOTAL	590,494	20,486	24.3	28.6	14.5	8.0	.0187
OTHER COUNTIES							
Arkansas	199,430	15,700	29.3	22.9	8.9	7.1	.0079
Ashley	227,681	18,884	21.2	26.5	14.2	7.5	.0077
Baxter	325,736	18,365	34.3	29.3	10.2	5.7	.0115
Benton	942,762	20,881	28.9	31.3	12.7	8.5	.0320
Boone	243,029	15,317	33.7	23.1	7.7	5.4	.0100
Bradley	107,620	15,000	25.8	24.6	8.9	4.1	.0042
Calhoun	48,709	15,981	24.5	26.6	9.8	4.8	.0015
Carroll	152,455	15,304	34.0	23.4	7.5	4.5	.0061
Chicot	104,691	11,116	27.2	16.5	5.1	5.3	.0043
Clark	185,513	15,194	27.7	24.1	9.8	4.9	.0080
Clay	150,260	13,102	33.1	20.2	5.9	3.2	.0054
Cleburne	170,746	16,196	32.1	24.7	7.8	6.1	.0061
Cleveland	63,910	15,867	27.6	24.4	12.4	4.1	.0019
Columbia	272,756	19,054	24.9	24.4	12.9	10.6	.0094
Conway	170,195	17,591	25.8	25.9	11.2	7.3	.0075
Craighead	599,150	18,237	30.1	27.7	10.4	6.9	.0249
☐ Crittenden	371,915	15,606	26.5	23.3	11.0	5.6	.0188
• West Memphis	235,862	17,970	25.7	26.6	12.5	6.2	.0127
Cross	149,243	15,393	30.7	24.6	7.7	4.8	.0061
Dallas	96,612	17,028	29.4	26.9	9.0	6.0	.0035
Desha	143,244	13,538	27.5	18.5	10.5	5.8	.0070
Drew	156,555	17,319	27.5	23.1	13.5	6.7	.0056
Franklin	142,329	18,587	29.4	29.2	10.8	6.1	.0049
Fulton	71,391	12,323	37.0	17.7	3.5	1.5	.0026
Garland	841,150	18,647	27.6	25.8	12.0	9.1	.0307
Grant	122,420	19,688	23.2	29.6	13.1	6.5	.0041
Greene	295,133	18,497	29.1	28.0	11.8	5.9	.0107
Hempstead	189,314	15,519	27.8	25.6	10.2	4.5	.0071
Hot Spring	251,667	18,264	26.9	26.4	13.5	5.7	.0088
Howard	112,440	16,218	28.4	26.3	9.3	4.4	.0047
Independence	271,479	17,293	30.7	27.2	10.4	5.1	.0099
Izard	85,652	13,209	33.0	21.6	5.3	3.1	.0034
Jackson	163,575	14,543	31.0	21.4	7.3	5.2	.0066
Johnson	146,211	14,752	32.6	23.5	6.7	4.1	.0055
Lafayette	79,374	14,432	25.4	20.5	10.2	6.7	.0028
Lawrence	142,158	13,955	31.4	22.0	6.6	3.8	.0057
Lee	86,633	10,714	28.1	15.6	5.5	3.4	.0036
Lincoln	78,364	13,983	29.2	20.8	8.4	3.8	.0030
Little River	131,755	18,812	22.6	24.7	11.8	11.2	.0044
Logan	169,969	15,756	31.7	22.7	9.3	6.0	.0063
Madison	82,101	13,976	34.0	23.5	5.4	2.0	.0031
Marion	107,407	14,712	32.6	22.8	7.0	5.6	.0034
Mississippi	438,808	15,834	32.1	24.0	8.7	5.1	.0175
Monroe	80,196	11,299	26.9	17.6	5.7	4.0	.0037
Montgomery	63,055	14,205	33.5	23.3	6.3	2.8	.0022
Nevada	71,907	13,144	31.9	20.4	6.8	2.8	.0028

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ARK. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Newton	42,957	10,906	33.7	16.0	3.8	1.1	.0016
Ouachita	287,089	16,704	26.8	23.2	11.9	6.9	.0118
Perry	58,726	15,893	30.1	27.5	9.1	2.8	.0020
Phillips	212,692	11,886	24.9	19.1	7.9	4.4	.0097
Pike	70,345	12,341	33.3	18.9	5.3	2.4	.0028
Poinsett	193,980	14,748	31.9	22.6	6.3	5.4	.0074
Polk	132,086	13,466	33.6	19.4	5.9	3.8	.0053
Pope	365,483	16,716	29.9	25.4	10.0	5.8	.0162
Prairie	64,338	12,021	31.3	18.6	4.2	3.5	.0025
Randolph	128,535	14,819	32.5	24.2	6.8	4.0	.0045
St. Francis	203,869	13,600	26.7	22.6	7.4	5.2	.0091
Scott	74,023	13,239	34.5	20.8	5.3	3.3	.0027

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Searcy	49,236	9,574	30.7	12.1	3.6	1.4	.0019
Sevier	122,916	17,008	27.2	26.6	11.6	5.0	.0042
Sharp	128,024	14,058	35.8	20.7	5.1	4.5	.0043
Stone	58,796	11,407	32.0	15.1	6.8	2.3	.0024
Union	434,438	16,606	25.7	23.9	11.5	6.9	.0171
Van Buren	101,134	12,791	34.9	19.4	4.6	2.0	.0039
White	427,498	16,089	30.0	25.4	9.3	5.0	.0170
Woodruff	68,325	11,077	29.0	20.1	4.1	3.6	.0029
Yell	143,885	15,627	31.7	24.4	8.0	4.8	.0049
TOTAL METRO COUNTIES	**9,891,170**	**20,741**	**26.2**	**27.7**	**14.0**	**10.0**	**.3629**
TOTAL STATE	**21,696,330**	**17,625**	**28.4**	**25.5**	**11.1**	**7.4**	**.8251**

CALIFORNIA

CAL.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANAHEIM - SANTA ANA	**2,124.0**	**.8819**	**31.4**	**12.9**	**19.1**	**21.2**	**21.8**	**755.0**	**15,352,829**	**2,829,803**	**1,824,914**	**1,828,476**	**825,230**	**3,600,576**	**454,459**
Orange	2,124.0	.8819	31.4	12.9	19.1	21.2	21.8	755.0	15,352,829	2,829,803	1,824,914	1,828,476	825,230	3,600,576	454,459
• Anaheim	238.6	.0991	30.7	14.2	19.6	19.5	22.1	87.1	1,776,605	330,393	279,948	221,045	130,782	331,156	53,481
Buena Park	66.4	.0276	30.1	14.2	17.6	21.4	20.0	22.2	650,811	100,406	49,620	87,982	18,970	219,746	29,986
Costa Mesa	87.4	.0363	30.9	16.4	23.1	19.2	21.3	34.7	1,400,325	130,851	110,095	214,919	69,676	429,614	14,779
Cypress	42.5	.0176	31.0	12.1	14.9	27.4	16.7	13.3	157,584	43,613	23,643	13,547	5,532	33,652	5,808
Fountain Valley	56.1	.0233	31.2	9.7	15.5	29.3	14.8	16.5	338,298	103,093	34,920	60,640	23,439	16,033	12,069
Fullerton	109.0	.0453	31.5	15.3	19.1	19.5	23.7	40.5	799,911	148,918	95,528	120,904	28,695	220,438	28,775
Garden Grove	131.9	.0548	30.7	13.4	18.2	20.1	22.1	45.0	807,705	198,897	94,165	57,861	34,453	211,838	27,605
Huntington Beach	183.1	.0760	30.6	13.1	20.6	23.1	17.7	65.9	1,183,465	223,768	115,182	171,585	84,597	260,242	37,526
Irvine	84.7	.0352	30.3	11.3	23.9	25.4	13.4	29.8	562,767	115,036	76,467	3,279	10,494	259,170	17,367
La Habra	48.2	.0200	31.6	13.8	17.8	19.2	24.8	17.7	304,293	50,165	35,601	29,281	23,517	71,350	17,651
Newport Beach	67.1	.0279	37.6	12.4	18.0	23.3	31.1	29.8	812,014	107,984	156,276	97,530	18,361	214,678	18,941
Orange	99.1	.0411	31.1	12.8	18.4	21.4	21.5	34.4	984,229	133,455	111,975	139,869	56,723	217,162	24,524
• Santa Ana	226.4	.0940	28.1	14.7	21.3	16.8	18.5	71.4	1,578,004	285,582	157,653	129,542	116,271	458,436	43,645
Westminster	74.5	.0309	31.4	12.1	17.4	22.1	21.6	25.4	682,920	116,066	43,082	116,845	44,350	184,200	13,185
SUBURBAN TOTAL	1,639.0	.6808	32.0	12.4	18.7	22.1	22.2	596.5	11,998,220	2,213,828	1,387,313	1,477,889	578,177	2,810,984	357,333
BAKERSFIELD	**475.8**	**.1976**	**30.3**	**11.8**	**17.6**	**18.2**	**23.6**	**169.5**	**2,676,721**	**620,314**	**278,631**	**253,242**	**128,177**	**606,436**	**90,703**
Kern	475.8	.1976	30.3	11.8	17.6	18.2	23.6	169.5	2,676,721	620,314	278,631	253,242	128,177	606,436	90,703
• Bakersfield	142.8	.0593	29.8	12.8	20.6	17.6	21.7	54.2	1,462,078	213,980	143,190	203,907	94,324	443,057	54,699
SUBURBAN TOTAL	333.0	.1383	30.6	11.3	16.3	18.4	24.4	115.3	1,214,643	406,334	135,441	49,335	33,853	163,379	36,004
CHICO	**166.7**	**.0692**	**33.2**	**14.5**	**17.2**	**15.6**	**31.3**	**67.4**	**929,536**	**250,530**	**91,207**	**96,499**	**40,120**	**171,040**	**51,368**
Butte	166.7	.0692	33.2	14.5	17.2	15.6	31.3	67.4	929,536	250,530	91,207	96,499	40,120	171,040	51,368
• Chico	30.8	.0128	24.9	34.2	20.3	11.4	17.9	12.5	395,025	97,466	49,062	18,444	25,450	84,107	13,230
SUBURBAN TOTAL	135.9	.0564	35.7	10.1	16.5	16.4	34.4	54.9	534,511	153,064	42,145	78,055	14,670	86,933	38,138
FRESNO	**578.8**	**.2403**	**30.3**	**12.6**	**18.2**	**17.8**	**23.7**	**207.2**	**3,071,465**	**655,537**	**267,519**	**339,962**	**155,910**	**727,178**	**151,982**
Fresno	578.8	.2403	30.3	12.6	18.2	17.8	23.7	207.2	3,071,465	655,537	267,519	339,962	155,910	727,178	151,982
• Fresno	280.2	.1163	29.9	13.9	20.3	16.1	23.7	107.5	1,977,194	336,497	169,795	314,443	117,623	452,890	93,514
SUBURBAN TOTAL	298.6	.1240	30.8	11.3	16.3	19.4	23.7	99.7	1,094,271	319,040	97,724	25,519	38,287	274,268	58,468

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The Fresno Bee delivers readers. Readers deliver results.

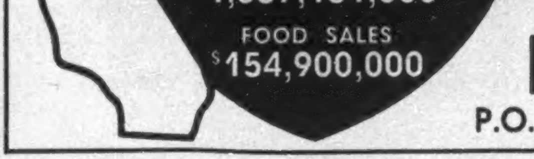
CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
LOS ANGELES - LONG BEACH	**8,091.4**	**3.3597**	**31.6**	**12.3**	**19.0**	**19.4**	**24.2**	**2,963.5**	**50,985,808**	**10,009,126**	**5,531,501**	**5,670,080**	**3,137,667**	**11,440,094**	**1,710,931**
Los Angeles	8,091.4	3.3597	31.6	12.3	19.0	19.4	24.2	2,963.5	50,985,808	10,009,126	5,531,501	5,670,080	3,137,667	11,440,094	1,710,931
Alhambra	71.1	.0295	33.6	11.8	19.8	16.4	30.8	28.7	503,243	57,803	31,558	47,731	28,050	243,906	13,433
Arcadia	48.6	.0202	39.6	9.5	12.0	23.1	34.5	18.9	519,310	99,969	64,711	123,067	19,846	55,531	22,892
Baldwin Park	59.2	.0246	26.0	12.5	18.4	17.1	16.4	16.3	131,888	36,605	12,667	8,450	3,767	24,575	4,770
Bellflower	58.2	.0242	31.8	14.7	18.7	17.0	27.1	23.6	409,635	83,568	33,129	32,957	20,481	118,769	14,228
• Burbank	89.3	.0371	37.1	10.2	17.0	20.2	33.0	37.8	605,669	147,757	82,024	22,330	38,260	135,843	29,543
Carson	87.0	.0361	29.5	11.3	16.0	23.2	18.0	24.5	573,908	98,098	29,430	114,299	20,631	161,539	10,549
Cerritos	56.6	.0235	29.9	7.8	18.5	29.3	11.3	15.7	796,436	92,716	43,071	256,713	36,134	178,052	15,048
Compton	90.1	.0374	24.2	14.1	16.0	17.9	14.5	23.3	236,636	55,353	18,521	9,365	2,851	69,389	16,629
Downey	85.4	.0355	35.6	12.0	16.4	19.5	31.3	33.9	936,664	112,766	64,972	110,940	38,781	437,528	21,110
El Monte	92.5	.0384	26.5	13.9	18.4	15.8	18.6	28.1	566,901	99,883	38,590	44,169	18,414	250,119	15,821
Gardena	49.0	.0203	32.7	11.7	19.6	20.3	25.2	18.5	484,458	134,826	39,839	54,706	12,933	125,861	19,746
Glendale	152.0	.0631	37.3	10.3	17.3	20.0	33.3	65.2	1,232,084	198,724	110,634	154,421	80,518	377,937	28,100
Hawthorne	59.4	.0247	31.6	13.4	20.8	19.8	23.0	24.3	388,603	72,111	34,242	63,186	29,309	46,989	24,036
Huntington Park	51.6	.0214	26.9	14.1	19.6	15.5	18.6	16.8	259,762	63,243	16,753	8,182	19,321	73,353	12,335
Inglewood	101.3	.0421	29.5	12.7	23.4	18.5	18.7	39.1	554,782	91,267	52,693	42,224	27,281	200,941	36,888
Lakewood	76.4	.0317	32.6	10.8	18.4	20.2	25.3	26.4	621,892	123,158	55,187	131,018	24,064	123,958	16,486
La Mirada	42.0	.0174	31.3	14.7	14.0	22.4	22.5	12.4	249,828	62,397	24,568	43,850	6,555	22,378	5,907
Lancaster	56.8	.0236	31.8	11.0	16.6	20.6	24.1	20.7	511,184	74,162	34,385	107,027	30,452	129,691	26,100
• Long Beach	389.4	.1617	32.8	13.0	20.2	16.1	29.4	163.5	2,128,999	438,961	279,570	144,781	125,883	515,441	67,932
• Los Angeles	3,210.6	1.3331	32.1	12.7	20.0	19.3	24.8	1,229.9	19,672,251	4,001,080	2,386,775	1,989,613	1,394,114	3,634,605	670,725
Lynwood	54.2	.0225	25.9	11.9	19.6	16.1	16.1	15.7	192,765	80,149	12,815	32,905	7,133	6,453	11,230
Montebello	57.8	.0240	31.6	12.9	17.4	17.9	26.2	19.6	308,381	70,791	37,550	21,154	22,346	62,263	19,847
Monterey Park	59.9	.0249	32.9	12.0	18.1	19.7	26.4	20.3	299,021	85,387	41,776	11,564	10,927	66,471	17,266
Norwalk	89.2	.0370	28.6	13.0	18.1	18.2	20.1	26.4	439,977	87,861	34,804	30,344	12,873	166,331	16,821
• Pasadena	129.1	.0536	33.3	12.2	19.9	17.2	29.4	51.6	1,201,016	169,948	124,224	230,568	69,862	301,584	29,855
Pico Rivera	57.6	.0239	28.9	12.4	15.7	18.3	22.1	16.6	207,877	77,225	27,828	29,290	3,919	7,980	9,071
• Pomona	109.7	.0456	27.8	14.0	19.3	15.7	20.4	36.0	620,536	100,058	59,381	89,382	23,575	199,940	19,454
Redondo Beach	62.7	.0260	31.3	13.9	27.6	20.2	19.5	27.2	370,227	102,296	72,344	54,781	40,003	6,844	9,981
Rosemead	47.0	.0195	29.0	11.9	17.7	17.1	22.4	14.5	226,921	42,831	23,512	47,583	10,926	28,292	6,739
Santa Monica	94.3	.0392	35.3	10.5	25.1	18.7	31.7	47.1	1,237,651	95,755	151,868	99,885	89,571	447,623	34,093
South Gate	78.2	.0325	29.5	11.4	18.0	16.4	23.6	26.9	306,905	78,503	18,698	15,819	10,884	97,693	18,450
Torrance	137.6	.0571	34.7	11.5	17.2	23.4	26.1	52.7	1,687,512	241,311	147,154	327,033	143,910	373,554	38,970
West Covina	92.3	.0383	30.4	12.9	19.2	21.1	20.1	30.5	764,992	113,280	66,378	131,348	60,984	215,949	24,154
Whittier	71.6	.0297	34.0	12.5	17.4	16.3	32.0	28.2	650,405	99,273	39,699	80,267	43,901	243,613	16,240
SUBURBAN TOTAL	4,163.3	1.7286	31.1	11.9	18.1	20.0	23.0	1,444.7	26,757,337	5,151,322	2,599,527	3,193,406	1,485,973	6,652,481	893,422
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***12,720.8***	***5.2819***	***31.5***	***12.2***	***18.8***	***19.5***	***22.9***	***4,604.1***	***79,899,654***	***15,873,181***	***2,682,815***	***9,171,556***	***4,567,261***	***18,172,745***	***2,608,720***
MERCED	**163.2**	**.0678**	**28.7**	**12.8**	**17.6**	**17.8**	**21.2**	**54.4**	**770,548**	**154,900**	**68,748**	**88,170**	**23,400**	**189,695**	**37,490**
Merced	163.2	.0678	28.7	12.8	17.6	17.8	21.2	54.4	770,548	154,900	68,748	88,170	23,400	189,695	37,490
• Merced	48.0	.0199	28.6	14.1	19.6	16.5	20.9	17.7	467,811	71,744	32,627	75,863	17,666	143,275	24,873
SUBURBAN TOTAL	115.2	.0479	28.8	12.3	16.6	18.4	21.3	36.7	302,737	83,156	36,121	12,307	5,734	46,420	12,617
MODESTO	**306.1**	**.1271**	**31.2**	**11.4**	**17.6**	**18.5**	**24.8**	**107.7**	**1,700,566**	**390,679**	**145,153**	**209,835**	**105,883**	**315,552**	**87,652**
Stanislaus	306.1	.1271	31.2	11.4	17.6	18.5	24.8	107.7	1,700,566	390,679	145,153	209,835	105,883	315,552	87,652
• Modesto	129.0	.0536	30.5	11.4	20.4	18.8	22.1	46.9	1,081,322	208,249	91,020	183,918	74,455	205,686	52,040
• Turlock	32.8	.0136	30.3	14.0	19.2	15.6	25.3	12.4	230,049	63,093	22,228	8,624	17,337	50,649	17,033
SUBURBAN TOTAL	144.3	.0599	32.3	10.8	14.9	18.8	27.1	48.4	389,195	119,337	31,905	17,293	14,091	59,217	18,579

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.



IN THE HEART OF CALIFORNIA IS A *NEW* MSA:

MERCED

★Largest per capita businesses expansion in state
★National top-ten agriculture county
★Retail sales: $770 million ★Food: $155 million
★Sun-Star covers county 43%, city zone 76%

MERCED SUN-STAR

P.O. Box 739 • Merced, CA 95341 • 209/722-1511

CAL. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OAKLAND	**1,903.2**	**.7903**	**32.4**	**11.7**	**19.5**	**20.6**	**24.4**	**736.1**	**12,671,975**	**2,511,870**	**1,212,564**	**1,583,454**	**674,471**	**2,869,429**	**497,799**
Alameda	1,184.5	.4919	32.1	12.5	20.5	19.7	24.4	464.1	7,951,537	1,505,568	830,657	927,332	409,584	1,855,157	296,911
Alameda	73.9	.0307	33.4	13.2	20.9	19.0	27.7	31.2	687,027	98,393	57,219	211,720	22,991	108,812	27,689
• Berkeley	106.3	.0441	30.6	21.9	25.4	17.4	21.4	47.0	808,381	148,447	106,511	5,320	68,269	144,794	23,418
Fremont	149.6	.0621	29.9	12.8	19.8	23.2	16.7	51.1	964,615	188,824	81,170	133,091	41,918	274,282	33,236
Hayward	100.4	.0417	31.3	13.7	19.6	18.3	24.5	37.6	842,616	143,401	74,631	86,306	36,876	317,496	34,445
• Livermore	52.2	.0217	30.1	10.2	19.2	24.2	16.3	17.8	273,125	76,141	23,325	3,835	9,384	82,128	16,893
• Oakland	355.3	.1475	32.7	11.3	21.5	17.6	27.4	151.2	2,148,461	416,421	246,755	155,271	113,376	533,081	76,866
San Leandro	66.2	.0275	40.8	10.0	15.4	17.9	39.2	28.5	686,867	107,958	55,835	167,748	38,509	132,267	20,696
Contra Costa	718.7	.2984	33.0	10.3	18.1	22.0	24.3	272.0	4,720,438	1,006,302	381,907	656,122	264,887	1,014,272	200,888
Antioch	47.9	.0199	29.5	10.9	20.5	19.6	19.0	17.2	301,635	64,450	27,902	56,388	6,093	65,401	15,379
Concord	106.1	.0441	31.2	12.1	20.1	21.5	20.8	40.3	1,070,295	149,361	75,869	191,811	80,958	325,302	33,268
Richmond	77.9	.0323	31.7	11.2	18.4	17.9	26.0	30.0	469,776	74,191	23,117	101,893	32,770	102,980	5,135
Walnut Creek	59.1	.0245	40.5	8.5	14.3	22.1	36.8	26.6	783,942	106,665	48,586	95,158	33,547	287,027	26,303
SUBURBAN TOTAL	1,389.4	.5770	32.6	11.0	18.8	21.4	24.1	520.1	9,442,008	1,870,861	835,973	1,419,028	483,442	2,109,426	380,625
OXNARD - VENTURA	**609.0**	**.2529**	**30.4**	**11.3**	**18.4**	**20.7**	**20.8**	**200.5**	**3,229,516**	**677,727**	**264,565**	**431,844**	**132,200**	**850,164**	**113,259**
Ventura	609.0	.2529	30.4	11.3	18.4	20.7	20.5	200.5	3,229,516	677,727	264,565	431,844	132,200	850,164	113,259
• Oxnard	126.4	.0525	27.9	13.3	19.0	17.7	18.8	39.0	653,016	115,060	53,047	111,517	28,514	174,237	20,931
Simi Valley	88.0	.0365	28.0	10.4	19.2	24.2	12.2	25.2	391,953	122,578	35,661	72,575	12,442	45,805	17,499
Thousand Oaks	96.1	.0399	31.2	10.5	18.3	25.4	17.6	32.3	788,969	133,374	58,395	108,793	31,939	264,578	26,242
• Ventura	86.5	.0359	33.2	10.9	18.8	19.2	27.5	34.3	761,364	111,256	59,108	118,456	40,278	262,284	17,045
SUBURBAN TOTAL	396.1	.1645	30.6	10.8	18.1	22.0	20.0	127.2	1,815,136	451,411	152,410	201,871	63,408	413,643	75,283
REDDING	**131.7**	**.0547**	**32.9**	**9.9**	**17.3**	**20.2**	**26.1**	**49.4**	**770,176**	**184,543**	**61,834**	**76,857**	**25,220**	**141,980**	**49,348**
Shasta	131.7	.0547	32.9	9.9	17.3	20.2	26.1	49.4	770,176	184,543	61,834	76,857	25,220	141,980	49,348
• Redding	49.2	.0204	32.2	12.3	18.5	18.7	26.1	19.8	551,771	87,031	45,817	70,456	22,512	122,711	39,572
SUBURBAN TOTAL	82.5	.0343	33.4	8.4	16.7	21.2	26.1	29.6	218,405	97,512	16,017	6,401	2,708	19,269	9,776
RIVERSIDE - SAN BERNARDINO	**1,896.4**	**.7874**	**31.6**	**11.3**	**17.6**	**17.8**	**26.3**	**685.1**	**10,331,501**	**2,356,535**	**1,061,835**	**1,241,186**	**472,164**	**2,281,911**	**330,071**
Riverside	817.9	.3396	33.5	10.3	16.4	17.2	30.4	303.8	4,755,305	1,121,805	475,783	514,410	191,714	1,149,352	148,532
• Palm Springs	37.9	.0157	46.8	8.2	13.6	16.8	46.7	18.1	490,193	81,460	74,520	39,447	19,708	112,717	17,133
• Riverside	189.7	.0788	29.8	13.2	20.2	17.8	21.7	68.5	1,415,957	231,601	113,579	240,573	66,633	435,234	34,560
San Bernardino	1,078.5	.4478	30.3	12.1	18.5	18.2	23.1	381.3	5,576,196	1,234,720	586,052	726,746	280,450	1,132,559	181,539
Chino	48.8	.0203	27.4	12.7	23.8	18.9	13.0	13.6	212,756	75,671	21,381	5,131	7,617	43,117	9,425
Ontario	111.3	.0462	28.0	12.3	21.9	16.4	18.3	37.7	596,915	128,138	52,909	45,608	17,805	180,838	14,667
Rancho Cucamonga	66.9	.0278	28.0	9.4	24.3	20.0	13.1	21.1	205,349	83,551	24,833	7,186	18,621	6,822	6,775
Redlands	51.5	.0214	32.1	12.1	17.7	19.3	25.5	19.1	351,805	55,098	35,443	59,343	15,416	112,091	6,025
• San Bernardino	136.3	.0566	30.8	13.3	17.9	16.4	26.1	50.8	1,295,542	174,988	127,295	305,073	88,704	268,636	35,202
Upland	54.5	.0226	32.2	11.5	18.2	22.4	22.5	20.6	325,354	55,201	35,197	45,941	15,155	74,740	21,867
SUBURBAN TOTAL	1,532.5	.6363	31.7	11.0	17.4	17.9	26.3	547.7	7,129,809	1,866,476	746,441	656,063	297,119	1,465,324	243,176

California's Fastest-Growing Large Daily Newspaper

Los Angeles 50 miles
RIVERSIDE
Orange County 20 miles
The Press-Enterprise
Riverside County, California
PALM SPRINGS

The Press-Enterprise continues its spectacular growth, as reflected in the 8.9% year-over-year circulation gain reported in the Audit Bureau of Circulations FAS-FAX of March 31, 1986.

CIRCULATION: 134,540 Daily, 140,132 Sunday*

The Press-Enterprise
Riverside County's Newspaper

For market and audience information, contact the advertising department of The Press-Enterprise at 714/684-1200 or write P.O. Box 792, Riverside, CA 92502.

*ABC Publishers Statement, March 31, 1986

Northern California's Largest Market Isn't San Francisco.

It's the East Bay/Oakland PMSA.

The biggest and most affluent metro market in the San Francisco ADI is the Oakland PMSA . . . the Greater East Bay. It has more population (1.9 million), more households (736,100), and more effective buying power ($28.3 billion) than either San Francisco or San Jose.

And the newspaper that reaches the most readers (390,000 daily, 447,300 Sunday) is The Tribune.

So next time you buy the Bay Area, buy its best audience for the best results. Buy The Tribune.

THE TRIBUNE

The Greater East Bay's Greater Newspaper

(415) 645-2521 / Or any Branham office.

¹ S & MM Survey of Buying Power 1986

² Scarborough Newspaper Audience Survey 1985

CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SACRAMENTO	**1,266.4**	**.5258**	**31.7**	**12.4**	**19.3**	**19.4**	**24.3**	**493.2**	**8,088,460**	**1,676,691**	**860,188**	**901,685**	**431,724**	**1,869,706**	**344,839**
El Dorado	108.4	.0450	32.8	9.6	21.4	20.2	25.2	40.9	499,885	141,548	63,341	17,399	16,851	65,993	37,204
Placer	144.2	.0599	33.6	9.7	17.6	21.5	26.1	54.2	982,952	231,484	111,863	12,108	21,844	297,635	47,522
• Roseville	30.8	.0128	32.3	11.0	16.6	18.3	27.2	12.0	372,726	60,585	30,280	1,994	8,588	168,544	18,134
Sacramento	888.8	.3690	31.6	12.3	19.3	19.3	24.2	351.5	6,004,132	1,139,188	604,868	863,400	372,893	1,366,396	223,126
• Sacramento	318.7	.1323	33.2	11.8	15.8	17.1	29.5	135.1	2,328,408	454,584	278,643	325,528	90,589	513,957	82,558

SACRAMENTO

Hot Dog! We're on a roll.

Sacramento is California's 2nd fastest growing metro market. It's also the nation's 20th largest ADI.

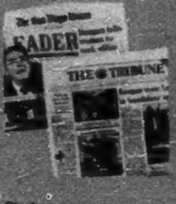
Consider what Sacramento has to offer: a booming population, colossal $14.2 billion EBI and a well developed financial community.¹ Put them all together and you've got a red hot market that's going through the roof.

To keep on top of this rocket you need a newspaper that covers it all. That's The Sacramento Bee. Our 235,991 daily and 273,912 Sunday circulation is 2½ times more than the market's second-place paper.² And 78% of daily newspaper readers in households earning $35,000+ read The Bee.¹

In Sacramento only The Bee has the mustard to cover the entire market effectively. So don't put yourself in a pickle. Buy The Bee.

Sources: 1. S&MM 1985 Survey of Buying Power
2. ABC FAS-FAX 6-month statement ending March 31, 1986

The Sacramento Bee
Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.



San Diego.
Staying ahead of the times.

If you want to get ahead in the competitive Southern California marketplace, San Diego is a must. Because with $25.2 billion worth of purchasing power, San Diegans are ready to buy. And the best way, the *only effective* way, to reach them is through The San Diego Union and The Tribune.

San Diego, with a county population of over two million people, ranks as the second largest city in all 11 Western states, and is part of the heart of Southern California. A part that no other medium can reach better than The San Diego Union and The Tribune.

You can reach 54 percent of all San Diego adults in just one daily combination of The San Diego Union and The Tribune. Even better, you can reach 84 percent of the $35,000 + households in a five-issue campaign.*

And listen to this: The San Diego Union and The Tribune deliver seven times the penetration of our nearest competitor. *Seven* times.

So put yourself ahead of the times when you make your next major media buy. By advertising in The San Diego Union and The Tribune.

MEMBER OF NEWSPLAN
REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER

*1985 Simmons-Scarborough Study

The San Diego Union – THE TRIBUNE

CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Yolo	125.0	.0519	29.1	19.0	19.3	17.3	21.3	46.6	601,491	164,471	80,116	8,778	20,136	139,680	36,977
• Davis	40.8	.0169	25.9	30.0	24.5	16.0	11.8	15.9	209,815	52,371	33,504	1,013	9,749	55,212	13,156
• Woodland	34.2	.0142	31.1	11.0	18.7	18.5	24.2	12.4	213,588	60,892	17,133	7,132	8,295	57,292	12,257
SUBURBAN TOTAL	841.9	.3496	31.5	11.9	19.5	20.5	22.7	317.8	4,963,923	1,048,259	500,628	566,018	314,503	1,074,701	218,724
SALINAS - SEASIDE - MONTEREY	**332.8**	**.1382**	**29.5**	**14.8**	**19.7**	**17.1**	**22.1**	**109.0**	**1,868,001**	**324,464**	**211,055**	**196,484**	**94,397**	**440,574**	**73,969**
Monterey	332.8	.1382	29.5	14.8	19.7	17.1	22.1	109.0	1,868,001	324,464	211,055	196,484	94,397	440,574	73,969
• Monterey	29.8	.0124	31.4	15.9	25.2	15.9	25.1	12.0	338,502	48,456	64,064	34,475	16,056	69,224	14,580
• Salinas	91.2	.0379	29.1	13.1	19.0	16.9	21.9	30.2	772,063	137,890	59,131	116,954	45,814	187,580	33,358
• Seaside	38.9	.0162	24.2	26.2	20.5	14.0	12.6	10.4	198,974	5,479	11,469	12,337	12,021	128,800	1,836
SUBURBAN TOTAL	172.9	.0717	30.8	12.9	19.0	18.2	23.8	56.4	558,462	132,639	76,391	32,718	20,506	54,970	24,195
SAN DIEGO	**2,140.9**	**.8890**	**30.8**	**15.0**	**19.4**	**17.9**	**23.9**	**786.5**	**13,191,301**	**2,453,833**	**1,469,036**	**1,692,945**	**743,316**	**3,164,039**	**408,337**
San Diego	2,140.9	.8890	30.8	15.0	19.4	17.9	23.9	786.5	13,191,301	2,453,833	1,469,036	1,692,945	743,316	3,164,039	408,337
Chula Vista	101.1	.0420	32.5	11.9	16.6	20.1	25.8	36.4	622,968	132,850	63,491	110,020	39,746	90,726	32,533

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

SAN FRANCISCO & OAKLAND PMSAs:

ONE BUY BUYS IT ALL

At the heart of the broad and lucrative San Francisco market are five counties that spent $24 billion on retail goods last year.

To capitalize on that kind of purchase power you need the total market penetration that only the Chronicle/Examiner combination provides.

A single newspaper buy gives you 1.6 million consumers throughout the San Francisco and Oakland PMSAs, including two-thirds of the residents whose household income exceeds $35,000. And that's only the start of coverage that carries you all over Northern California. For additional market data, call (415) 777-7294.

SAN FRANCISCO NEWSPAPER AGENCY
Agent of
San Francisco Chronicle San Francisco Examiner
925 MISSION STREET SAN FRANCISCO CA 94103

Represented nationally by Sawyer-Ferguson-Walker
Source: The Scarborough San Francisco Market Study, 1984 5-issue reach; Sales & Marketing Management's Survey of Buying Power Data Service, 1985.

CAL. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
El Cajon	84.7	.0352	30.6	15.1	18.4	17.7	24.3	33.3	1,002,170	166,446	70,443	157,064	34,930	326,939	29,358
• Escondido	78.6	.0326	32.9	12.1	17.6	16.2	30.0	31.3	836,981	133,086	59,134	113,358	38,753	271,908	22,518
La Mesa	54.0	.0224	34.6	14.6	18.9	16.8	32.5	23.6	637,818	99,900	55,310	120,739	33,053	181,488	15,218
National City	56.3	.0234	25.7	21.5	19.6	13.5	18.3	16.9	751,548	94,095	41,841	124,170	26,853	347,402	11,964
Oceanside	94.3	.0392	30.9	15.8	17.6	14.8	28.0	36.3	478,626	82,273	66,177	101,559	20,664	83,448	13,726
• San Diego	999.9	.4152	30.4	16.4	20.7	17.5	22.9	374.5	6,043,344	1,048,871	787,321	774,364	433,157	1,197,766	196,209
SUBURBAN TOTAL	1,062.4	.4412	31.1	13.8	18.5	18.4	24.3	380.7	6,310,976	1,271,876	622,581	805,223	271,406	1,694,365	189,610
SAN FRANCISCO	**1,556.0**	**.6461**	**34.7**	**10.5**	**21.3**	**20.9**	**28.6**	**655.6**	**13,680,421**	**2,454,864**	**2,057,238**	**1,510,756**	**776,745**	**2,511,551**	**434,680**
Marin	**226.6**	**.0941**	**34.7**	**9.1**	**21.2**	**24.8**	**24.7**	**94.3**	**1,890,234**	**392,925**	**214,126**	**148,171**	**118,569**	**400,444**	**64,957**
Novato	45.9	.0191	31.6	10.3	20.2	23.8	19.3	17.0	263,731	74,465	25,479	3,216	7,257	58,364	16,980
San Rafael	44.7	.0186	35.3	11.0	20.0	22.4	28.2	19.6	769,178	86,591	52,860	108,058	70,841	239,060	19,781
San Francisco	**713.6**	**.2963**	**35.2**	**10.8**	**23.3**	**19.1**	**31.1**	**320.6**	**6,709,601**	**1,110,640**	**1,270,114**	**676,294**	**365,519**	**975,368**	**181,964**
• San Francisco	713.6	.2963	35.2	10.8	23.3	19.1	31.1	320.6	6,709,601	1,110,640	1,270,114	676,294	365,519	975,368	181,964

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CAL. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
San Mateo	615.8	.2557	34.3	10.6	19.1	21.5	27.2	240.7	5,080,586	951,299	572,998	686,291	292,657	1,135,739	187,759
Daly City	82.7	.0343	32.1	11.9	19.9	20.6	23.6	29.1	649,623	76,414	63,432	164,464	60,730	110,815	27,032
Redwood City	56.6	.0235	33.6	11.5	21.1	19.0	28.1	24.1	684,062	116,638	75,830	42,051	31,022	245,282	21,708
San Mateo	81.7	.0339	36.9	10.0	18.7	19.9	32.9	35.4	847,653	137,395	88,370	183,845	41.693	101,071	45,477
South San Francisco	51.6	.0214	32.3	12.1	18.5	20.1	24.8	18.6	395,752	80,017	77,343	27,731	44,834	66,036	9,412
SUBURBAN TOTAL	842.4	.3498	34.4	10.2	19.8	22.3	26.5	335.0	6,970,820	1,344,224	787,124	834,462	411,226	1,536,183	252,716
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***5,791.8***	***2.4048***	***32.7***	***11.6***	***20.2***	***20.6***	***24.7***	***2,232.7***	***41,571,035***	***8,003,248***	***4,890,250***	***4,913,371***	***2,331,375***	***8,742,748***	***1,550,036***
SAN JOSE	**1,393.3**	**.5785**	**30.9**	**12.7**	**20.1**	**21.6**	**20.2**	**488.2**	**10,047,766**	**1,823,097**	**1,055,277**	**1,328,575**	**631,713**	**2,304,857**	**368,773**
Santa Clara	1,393.3	.5785	30.9	12.7	20.1	21.6	20.2	488.2	10,047,766	1,823,097	1,055,277	1,328,575	631,713	2,304,857	368,773
Mountain View	62.7	.0260	32.4	14.4	26.7	19.0	24.0	29.2	662,370	109,502	63,949	180,874	71,742	58,300	35,793
• Palo Alto	56.6	.0235	36.5	9.4	19.9	22.5	30.1	22.9	723,024	91,608	92,035	103,874	31,163	156,498	10,947
• San Jose	706.9	.2935	29.2	12.6	20.7	21.2	16.9	234.8	4,342,391	870,602	394,715	645,184	211,548	933,479	161,263
Santa Clara	90.9	.0377	31.5	16.2	20.8	19.6	23.2	34.6	945,760	125,396	94,351	69,095	103,945	338,472	39,227
Sunnyvale	112.1	.0465	32.8	13.0	20.5	21.7	23.8	44.7	875,141	115,751	108,652	71,045	31,272	330,089	21,027
SUBURBAN TOTAL	629.8	.2615	32.5	13.1	19.3	22.0	23.2	230.5	4,982,351	860,887	568,527	579,517	389,002	1,214,880	196,563
SANTA BARBARA - SANTA MARIA - LOMPOC	**330.6**	**.1373**	**31.8**	**14.9**	**18.8**	**18.5**	**25.4**	**124.7**	**2,780,868**	**523,951**	**299,161**	**252,475**	**163,770**	**513,243**	**100,189**
Santa Barbara	330.6	.1373	31.8	14.9	18.8	18.5	25.4	124.7	2,780,868	523,951	299,161	252,475	163,770	513,243	100,189
• Lompoc	30.2	.0125	30.8	12.4	19.1	20.9	21.2	11.1	196,704	46,249	16,585	7,787	12,747	55,234	6,565
• Santa Barbara	80.1	.0333	34.7	12.4	22.0	15.6	33.8	36.0	966,838	174,989	133,342	94,714	67,795	173,781	30,913
• Santa Maria	49.1	.0204	30.1	13.6	17.6	16.7	24.6	18.0	729,677	83,452	48,765	107,479	29,596	178,461	24,525
SUBURBAN TOTAL	171.2	.0711	30.7	16.8	17.5	19.9	22.6	59.6	887,649	219,261	100,469	42,495	53,632	105,767	38,186
SANTA CRUZ	**217.5**	**.0903**	**32.1**	**12.5**	**22.0**	**17.4**	**26.1**	**82.6**	**1,188,708**	**276,094**	**140,272**	**91,353**	**55,340**	**245,091**	**47,310**
Santa Cruz	217.5	.0903	32.1	12.5	22.0	17.4	26.1	82.6	1,188,708	276,094	140,272	91,353	55,340	245,091	47,310
• Santa Cruz	45.4	.0189	31.0	18.7	23.5	14.3	26.4	18.2	472,871	92,696	59,738	34,030	21,325	125,364	13,060
SUBURBAN TOTAL	172.1	.0714	32.4	10.9	21.5	18.2	26.2	64.4	715,837	183,398	80,534	57,323	34,015	119,727	34,250

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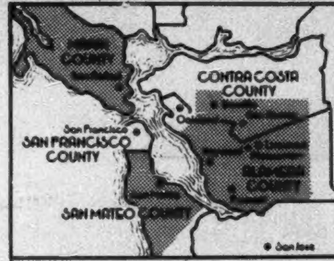

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CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SANTA ROSA - PETALUMA	**340.4**	**.1413**	**33.2**	**9.9**	**19.8**	**18.9**	**27.5**	**134.5**	**2,004,455**	**456,813**	**198,895**	**216,778**	**104,007**	**381,434**	**102,012**
Sonoma	340.4	.1413	33.2	9.9	19.8	18.9	27.5	134.5	2,004,455	456,813	198,895	216,778	104,007	381,434	102,012
• Petaluma	38.1	.0158	32.2	9.2	19.5	21.5	23.0	14.1	269,681	67,269	29,253	33,832	10,142	48,174	18,051
• Santa Rosa	95.3	.0396	33.8	10.2	19.6	17.5	30.0	40.0	892,568	172,270	88,925	167,142	63,121	113,999	49,108
SUBURBAN TOTAL	207.0	.0859	33.1	9.8	20.0	19.1	27.1	80.4	842,206	217,274	80,717	15,804	30,744	219,261	34,853
STOCKTON	**406.9**	**.1689**	**31.7**	**11.4**	**17.2**	**18.1**	**26.3**	**149.9**	**2,142,068**	**473,558**	**214,417**	**241,724**	**107,154**	**483,889**	**101,380**
San Joaquin	406.9	.1689	31.7	11.4	17.2	18.1	26.3	149.9	2,142,068	473,558	214,417	241,724	107,154	483,889	101,380
• Lodi	41.6	.0173	35.5	10.9	15.5	18.5	32.2	17.0	314,789	66,280	29,396	18,771	16,815	87,809	20,647
• Stockton	180.4	.0749	30.5	12.6	18.6	17.0	24.6	68.6	1,218,295	232,699	128,366	199,263	60,653	269,527	43,136
SUBURBAN TOTAL	184.9	.0767	32.4	10.4	16.1	19.1	26.6	64.3	608,984	174,579	56,655	23,690	29,686	126,553	37,597
VALLEJO - FAIRFIELD - NAPA	**381.4**	**.1583**	**30.9**	**12.2**	**19.5**	**19.1**	**22.9**	**135.7**	**1,977,710**	**480,510**	**226,004**	**182,455**	**89,099**	**430,386**	**99,462**
Napa	106.8	.0443	33.3	10.6	16.7	19.0	31.4	40.7	512,805	141,547	66,460	40,043	24,416	80,319	20,848
• Napa	55.6	.0231	33.3	10.4	18.4	19.6	27.2	22.2	372,449	112,069	34,048	38,855	21,665	47,310	17,823
Solano	274.6	.1140	29.5	12.9	20.7	19.0	19.6	95.0	1,464,905	338,963	139,544	142,412	64,683	350,067	78,614
• Fairfield	66.3	.0275	27.1	16.5	20.5	19.4	14.3	21.4	401,214	53,681	40,095	68,482	17,285	113,149	13,988
Vacaville	50.2	.0208	29.2	12.5	23.3	20.2	16.2	17.0	246,223	64,318	48,511	2,003	12,416	37,817	15,794
• Vallejo	90.6	.0376	31.0	12.3	19.4	17.0	25.2	33.2	587,082	128,368	44,755	65,875	28,323	169,997	37,765
SUBURBAN TOTAL	168.9	.0701	31.6	11.1	19.8	19.8	23.4	58.9	616,965	186,392	107,106	9,243	21,826	99,930	29,886
VISALIA - TULARE - PORTERVILLE	**283.3**	**.1176**	**30.1**	**11.1**	**16.7**	**17.9**	**23.9**	**92.5**	**1,533,607**	**367,959**	**122,112**	**183,220**	**72,973**	**357,766**	**66,206**
Tulare	283.3	.1176	30.1	11.1	16.7	17.9	23.9	92.5	1,533,607	367,959	122,112	183,220	72,973	357,766	66,206
• Porterville	24.0	.0100	31.1	11.6	18.6	17.0	25.8	8.1	278,431	71,353	21,139	20,528	7,597	66,001	21,493
• Tulare	26.6	.0110	29.6	11.3	16.6	16.2	24.9	9.1	208,092	58,606	20,416	5,346	12,503	41,220	12,661
• Visalia	59.7	.0248	30.4	11.6	19.5	18.4	22.7	21.7	708,802	117,631	55,982	145,148	42,197	189,158	22,498
SUBURBAN TOTAL	173.0	.0718	29.8	10.9	15.2	18.1	24.0	53.6	338,282	120,369	24,575	12,198	10,676	61,387	9,554
YUBA CITY	**111.1**	**.0462**	**30.6**	**12.4**	**17.2**	**19.2**	**23.3**	**40.9**	**575,176**	**135,166**	**53,065**	**98,092**	**25,516**	**111,122**	**20,391**
Sutter	57.3	.0238	32.1	11.4	16.1	20.6	24.7	21.3	326,653	70,199	30,227	53,641	16,447	66,561	8,613
• Yuba City	20.5	.0085	30.7	15.0	19.1	16.7	25.1	8.8	296,421	60,017	28,139	50,379	14,677	64,512	8,412
Yuba	53.8	.0224	29.3	13.5	18.2	17.6	22.0	19.6	248,523	64,967	22,838	44,451	9,069	44,571	11,778
SUBURBAN TOTAL	90.6	.0377	30.6	11.9	16.7	19.7	23.0	32.1	278,755	75,149	24,926	47,713	10,839	46,620	11,979
OTHER COUNTIES															
Alpine	1.4	.0006	29.4	17.0	20.4	22.0	16.7	.4	4,169	347	2,145	734			
Amador	24.0	.0099	38.8	9.2	14.4	18.6	36.6	9.7	159,230	44,114	10,406	2,929	4,061	55,103	4,843
Calaveras	26.8	.0112	38.2	7.5	15.6	19.0	35.5	10.6	100,852	32,952	7,887	5,429	4,362	10,899	2,668
Colusa	14.2	.0059	33.5	9.6	15.8	17.9	29.7	5.2	59,331	17,375	6,409	435	1,266	13,273	2,726
Del Norte	18.8	.0078	32.7	10.1	17.1	17.7	28.4	7.4	90,774	28,366	11,994	4,300	4,361	11,732	4,944
Glenn	23.3	.0097	33.2	9.8	15.5	18.3	28.9	8.5	108,511	28,741	11,865	3,307	3,069	19,275	2,670
Humboldt	114.6	.0476	30.9	14.2	21.0	17.5	23.9	45.4	735,473	205,617	65,770	37,260	25,351	133,075	43,845
Imperial	104.1	.0432	28.7	11.5	15.6	17.3	22.8	31.6	551,892	166,548	37,266	65,661	16,959	100,340	27,428
Inyo	18.8	.0078	37.0	8.1	15.4	19.0	33.7	7.7	173,978	40,566	19,394	3,735	4,540	29,163	3,877
Kings	82.1	.0341	28.2	13.8	17.3	18.0	20.2	26.4	320,281	71,842	33,488	26,405	13,447	77,483	19,644
Lake	49.1	.0204	43.7	6.5	13.5	15.5	44.3	20.7	209,714	81,980	14,758	12,674	3,869	35,533	17,016
Lassen	25.3	.0105	30.4	14.3	20.8	18.0	22.4	8.1	108,417	39,750	11,623	3,922	2,848	16,533	3,829
Madera	75.5	.0314	30.9	9.7	17.4	18.1	24.7	25.6	288,444	93,134	27,323	8,485	8,133	51,183	17,205
Mariposa	14.0	.0058	36.8	10.2	16.1	18.5	33.8	5.3	51,080	17,357	4,883		397	667	607
Mendocino	74.5	.0309	32.8	8.8	19.8	19.1	26.4	28.7	440,649	134,980	47,789	21,296	15,184	78,361	26,348
Modoc	9.5	.0039	35.2	7.2	16.3	19.0	31.4	3.6	38,032	10,755	4,739	740	247	6,056	1,161
Mono	9.3	.0039	29.0	17.1	28.2	18.7	14.3	3.9	79,125	22,172	21,051	1,058	2,883	1,581	490
Nevada	67.8	.0282	36.0	7.2	18.4	18.4	33.0	26.5	362,542	101,351	32,361	14,746	14,372	53,393	22,610
Plumas	19.5	.0081	33.9	8.6	18.5	19.1	28.9	7.8	93,884	25,079	7,637	8,797	1,332	18,484	3,838
San Benito	30.5	.0127	30.2	10.3	16.9	18.0	23.9	10.0	109,682	37,802	9,700	1,669	2,773	24,073	3,158
San Luis Obispo	188.5	.0783	31.9	16.9	18.9	15.9	28.2	70.4	1,005,084	243,700	146,292	49,539	42,378	183,637	45,031
Sierra	3.4	.0014	35.1	7.8	20.1	19.2	31.0	1.5	9,192	3,021	1,922		176	1,140	508
Siskiyou	43.5	.0181	33.7	8.8	18.0	18.5	29.2	17.0	207,322	67,119	22,999	4,776	6,803	23,990	18,028
Tehama	44.6	.0185	35.2	9.1	14.9	19.2	31.1	17.3	270,954	72,612	22,025	17,357	6,046	46,549	10,705
Trinity	14.0	.0059	33.9	7.1	18.8	20.0	28.0	5.5	45,867	16,272	5,586	2,546	1,784	1,325	2,753
Tuolumne	41.3	.0171	34.3	9.6	18.9	18.2	30.5	15.6	170,584	57,357	19,551	681	4,457	21,904	12,872
TOTAL METRO COUNTIES	**25,206.9**	**10.4664**	**31.7**	**12.3**	**19.2**	**19.4**	**24.2**	**9,289.1**	**161,569,182**	**32,088,554**	**17,715,191**	**18,716,117**	**9,016,196**	**36,007,723**	**5,742,600**
TOTAL STATE	**26,345.2**	**10.9393**	**31.7**	**12.3**	**19.0**	**19.4**	**24.4**	**9,709.5**	**167,364,245**	**33,749,563**	**18,322,054**	**19,014,618**	**9,207,494**	**37,025,475**	**6,041,404**

CAL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANAHEIM - SANTA AHA	**31,573,345**	**33,131**	**17.2**	**25.8**	**20.5**	**26.3**	**1.0702**
Orange	31,573,345	33,131	17.2	25.8	20.5	26.3	1.0702
• Anaheim	3,235,765	29,312	20.0	28.0	19.4	20.6	.1158
Buena Park	875,501	33,035	16.2	28.2	23.4	22.7	.0351
Costa Mesa	1,271,269	28,724	20.5	28.5	18.1	20.4	.0601
Cypress	617,532	40,566	11.1	23.2	25.3	34.1	.0180
Fountain Valley	810,777	43,597	10.1	20.6	26.7	38.7	.0264
Fullerton	1,686,906	31,435	18.3	26.1	18.6	25.5	.0564
Garden Grove	1,709,010	31,655	17.7	28.0	22.3	21.3	.0588

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Huntington Beach	2,823,617	35,247	15.4	25.6	21.8	28.7	.0911
Irvine	1,585,747	45,209	8.8	21.6	24.0	41.7	.0474
La Habra	669,927	30,683	18.5	28.3	21.0	21.1	.0225
Newport Beach	1,641,295	39,045	14.7	21.0	15.7	38.5	.0523
Orange	1,388,762	32,545	18.2	25.1	20.9	24.9	.0542
• Santa Ana	2,378,405	26,809	21.9	29.5	19.6	14.7	.0952
Westminster	1,018,794	34,025	16.3	25.8	23.4	24.8	.0391
SUBURBAN TOTAL	25,959,175	34,613	16.3	25.0	20.8	28.5	.8592

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BAKERSFIELD	**5,465,373**	**24,006**	**23.7**	**27.0**	**16.6**	**14.5**	**.1946**
Kern	5,465,373	24,006	23.7	27.0	16.6	14.5	.1946
• Bakersfield	1,871,092	26,923	20.9	26.6	18.8	17.0	.0767
SUBURBAN TOTAL	3,594,281	22,818	25.1	27.1	15.6	13.4	.1179
CHICO	**1,707,361**	**17,893**	**29.5**	**25.6**	**11.2**	**7.9**	**.0642**
Butte	1,707,361	17,893	29.5	25.6	11.2	7.9	.0642
• Chico	286,425	14,978	27.2	22.9	9.6	6.2	.0162
SUBURBAN TOTAL	1,420,936	18,475	30.1	26.1	11.6	8.3	.0480
FRESNO	**6,632,413**	**22,953**	**24.8**	**26.8**	**15.5**	**14.1**	**.2325**
Fresno	6,632,413	22,953	24.8	26.8	15.5	14.1	.2325
• Fresno	3,179,205	21,569	25.3	26.0	15.4	12.1	.1226
SUBURBAN TOTAL	3,453,208	24,544	24.3	27.5	15.6	16.3	.1099
LOS ANGELES - LONG BEACH	**103,058,676**	**25,229**	**22.2**	**25.5**	**16.1**	**18.1**	**3.6083**
Los Angeles	103,058,676	25,229	22.2	25.5	16.1	18.1	3.6083
Alhambra	888,523	23,664	24.8	28.4	16.5	13.1	.0326
Arcadia	868,946	35,288	16.8	22.1	17.8	32.5	.0307
Baldwin Park	471,363	24,129	22.5	34.2	16.7	9.0	.0162
Bellflower	720,768	24,665	22.7	29.4	18.3	11.8	.0265
• Burbank	1,303,042	26,451	22.1	27.7	17.7	17.8	.0437
Carson	989,482	34,902	15.1	26.2	25.5	24.3	.0372
Cerritos	772,613	44,823	6.7	20.4	31.3	38.3	.0356
Compton	622,832	19,917	25.8	26.2	14.1	9.5	.0237
Downey	1,243,113	29,022	20.8	28.3	18.9	20.0	.0494
El Monte	752,434	20,613	27.2	28.9	14.3	8.3	.0333
Gardena	615,310	26,856	20.6	30.2	18.6	15.6	.0255
Glendale	2,247,379	24,759	23.2	26.7	14.7	18.2	.0792
Hawthorne	775,024	25,535	24.0	29.4	18.7	14.0	.0271
Huntington Park	381,058	17,059	30.8	26.5	9.4	6.1	.0167
Inglewood	1,120,020	21,705	25.3	28.3	14.5	11.6	.0403
Lakewood	1,034,801	34,026	14.4	29.0	26.1	21.8	.0382
La Mirada	542,649	37,805	10.6	26.9	27.5	28.1	.0186
Lancaster	734,871	29,334	18.0	28.5	20.0	18.7	.0288
• Long Beach	5,139,296	22,227	23.9	25.6	15.0	14.1	.1699
• Los Angeles	40,800,703	22,160	24.0	24.0	13.7	16.7	1.4181
Lynwood	428,846	21,757	24.7	29.4	16.9	7.9	.0163
Montebello	651,857	25,642	21.7	28.3	15.7	17.3	.0231
Monterey Park	733,480	28,512	20.0	27.4	19.1	19.5	.0245
Norwalk	894,590	28,405	19.4	32.0	21.7	14.5	.0328
• Pasadena	1,815,752	23,109	23.8	24.3	13.4	18.5	.0690
Pico Rivera	543,268	27,071	21.3	31.7	19.5	14.2	.0190
• Pomona	1,057,032	22,920	24.1	28.8	16.5	11.2	.0413
Redondo Beach	1,065,696	32,450	17.1	28.1	21.6	23.4	.0322
Rosemead	431,839	23,018	25.4	28.5	17.5	11.0	.0165
Santa Monica	1,647,699	24,326	23.5	26.8	14.4	17.9	.0639
South Gate	719,145	21,002	26.7	29.1	15.0	8.3	.0259
Torrance	2,222,464	35,266	15.4	25.1	21.3	29.0	.0874
West Covina	1,263,615	34,925	14.4	27.8	24.9	25.0	.0467
Whittier	1,069,852	28,429	20.1	26.3	17.5	21.2	.0390
SUBURBAN TOTAL	52,942,851	28,227	20.3	26.8	18.3	19.9	1.8663
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***164,723,821***	***26,492***	***21.5***	***25.7***	***17.2***	***19.2***	***5.7153***
MERCED	**1,537,181**	**20,082**	**29.0**	**27.4**	**13.0**	**9.8**	**.0575**
Merced	1,537,181	20,082	29.0	27.4	13.0	9.8	.0575
• Merced	481,086	19,414	27.4	25.7	13.7	9.2	.0226
SUBURBAN TOTAL	1,056,095	20,368	29.8	28.2	12.7	10.1	.0349
MODESTO	**3,193,520**	**21,917**	**25.6**	**28.2**	**15.0**	**11.1**	**.1190**
Stanislaus	3,193,520	21,917	25.6	28.2	15.0	11.1	.1190
• Modesto	1,465,813	24,225	23.7	30.5	16.6	12.2	.0601
• Turlock	341,608	20,011	26.2	26.3	14.6	9.1	.0138
SUBURBAN TOTAL	1,386,099	20,258	27.3	26.4	13.6	10.6	.0451
OAKLAND	**28,345,176**	**30,473**	**18.0**	**24.3**	**19.2**	**23.4**	**.9367**
Alameda	16,670,936	28,037	19.3	24.9	18.6	20.1	.5670
Alameda	1,147,162	27,322	22.3	27.3	18.1	19.3	.0414
• Berkeley	1,499,676	20,301	24.1	22.6	11.6	16.4	.0530
Fremont	2,228,778	37,823	12.8	24.3	27.0	28.5	.0730
Hayward	1,353,186	29,967	18.2	28.9	20.9	19.2	.0506
• Livermore	754,382	37,249	12.4	24.8	27.4	27.0	.0237
• Oakland	4,549,154	20,712	23.1	23.8	13.6	14.1	.1569
San Leandro	1,027,853	29,117	19.8	27.9	19.9	19.5	.0386

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CAL. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Contra Costa	11,674,240	34,546	15.6	23.3	20.3	29.2	.3697
Antioch	628,041	31,571	17.2	27.2	23.8	19.0	.0217
Concord	1,612,282	34,040	16.2	25.9	22.4	25.9	.0606
Richmond	925,950	23,574	21.9	25.9	16.3	14.7	.0331
Walnut Creek	1,235,410	37,324	15.8	22.1	17.5	35.4	.0438
SUBURBAN TOTAL	21,541,964	33,767	16.1	24.6	21.2	26.7	.7031
OXNARD - VENTURA	**8,157,543**	**32,716**	**18.0**	**25.5**	**20.9**	**25.2**	**.2656**
Ventura	8,157,543	32,716	18.0	25.5	20.9	25.2	.2656
• Oxnard	1,360,164	27,045	22.7	29.7	18.3	16.9	.0488
Simi Valley	1,170,036	41,744	10.1	21.3	28.9	34.2	.0366
Thousand Oaks	1,561,124	41,322	12.5	21.8	22.8	36.7	.0528
• Ventura	1,260,491	28,896	20.1	26.5	18.6	21.2	.0461
SUBURBAN TOTAL	5,536,888	35,699	15.9	23.9	22.3	28.9	.1707
REDDING	**1,268,345**	**18,731**	**29.3**	**26.5**	**12.5**	**7.9**	**.0501**
Shasta	1,268,345	18,731	29.3	26.5	12.5	7.9	.0501
• Redding	517,770	18,780	29.5	25.6	13.2	8.2	.0252
SUBURBAN TOTAL	750,575	18,697	29.1	27.2	12.0	7.7	.0249
RIVERSIDE - SAN BERNARDINO	**21,934,257**	**24,138**	**23.9**	**27.5**	**17.0**	**14.0**	**.7712**
Riverside	9,654,362	22,969	25.6	26.9	15.7	13.9	.3425
• Palm Springs	645,935	22,277	26.9	22.5	13.3	18.6	.0252
• Riverside	2,293,586	25,934	22.4	27.2	18.2	16.2	.0872
San Bernardino	12,279,895	25,111	22.7	27.8	18.0	14.1	.4287
Chino	533,746	33,827	13.1	28.8	28.8	18.7	.0182
Ontario	1,224,496	27,509	20.3	30.9	20.7	13.7	.0439
Rancho Cucamonga	862,019	35,188	12.9	29.7	28.8	21.6	.0254
Redlands	696,386	27,871	18.9	26.4	17.5	20.4	.0243
• San Bernardino	1,425,143	20,426	25.6	26.8	14.3	9.9	.0646
Upland	802,226	30,645	17.3	27.1	19.7	22.9	.0259
SUBURBAN TOTAL	17,569,593	24,346	23.9	27.6	17.2	14.0	.5942

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SACRAMENTO	**16,056,007**	**24,851**	**23.2**	**27.0**	**17.3**	**14.9**	**.5660**
El Dorado	1,276,980	24,134	25.0	29.7	16.7	12.7	.0426
Placer	1,853,752	26,423	22.2	26.4	18.2	17.1	.0663
• Roseville	381,420	25,335	23.6	26.9	18.2	14.6	.0174
Sacramento	11,534,824	25,231	22.9	26.9	17.9	15.2	.4089
• Sacramento	3,989,368	21,178	24.5	24.9	15.0	12.6	.1478
Yolo	1,390,451	20,905	25.2	24.5	14.7	12.6	.0482
• Davis	473,613	20,182	24.8	22.0	14.3	14.1	.0164
• Woodland	397,358	24,905	22.0	29.7	17.6	12.8	.0145
SUBURBAN TOTAL	10,814,248	26,634	22.5	28.0	18.7	16.1	.3699
SALINAS - SEASIDE - MONTEREY	**3,958,553**	**26,255**	**22.8**	**29.2**	**17.4**	**16.5**	**.1385**
Monterey	3,958,553	26,255	22.8	29.2	17.4	16.5	.1385
• Monterey	428,616	26,269	22.3	29.9	17.6	16.1	.0174
• Salinas	984,309	25,370	23.0	29.6	18.0	13.8	.0418
• Seaside	362,710	22,029	28.9	32.3	13.5	9.6	.0140
SUBURBAN TOTAL	2,182,918	27,731	21.7	28.2	17.7	19.3	.0653
SAN DIEGO	**28,842,528**	**26,155**	**22.8**	**26.8**	**17.0**	**18.4**	**.9764**
San Diego	28,842,528	26,155	22.8	26.8	17.0	18.4	.9764
Chula Vista	1,267,594	27,742	20.9	27.6	19.2	18.1	.0444
El Cajon	1,040,126	23,096	25.3	27.3	16.1	13.6	.0472
• Escondido	980,598	23,573	26.0	27.8	16.7	13.3	.0420
La Mesa	804,076	25,658	23.9	27.4	18.0	15.8	.0326
National City	513,726	18,810	30.4	28.5	10.9	7.4	.0300
Oceanside	1,159,168	23,294	28.4	28.2	15.6	14.1	.0388
• San Diego	13,622,063	25,008	23.3	26.5	16.0	17.8	.4562
SUBURBAN TOTAL	14,239,567	27,524	22.1	26.8	18.0	19.5	.4782
SAN FRANCISCO	**26,444,917**	**30,002**	**18.9**	**24.8**	**17.6**	**24.5**	**.8957**
Marin	4,662,685	37,678	14.8	22.2	18.0	35.7	.1428
Novato	785,281	37,965	15.1	23.2	21.8	32.9	.0235
San Rafael	875,591	33,065	17.8	22.9	16.5	30.9	.0359
San Francisco	11,378,456	24,642	21.7	25.4	15.0	18.8	.4067
• San Francisco	11,378,456	24,642	21.7	25.4	15.0	18.8	.4067
San Mateo	10,403,776	34,134	16.6	25.4	20.9	27.6	.3462
Daly City	1,117,324	32,026	18.0	28.2	22.4	21.8	.0408
Redwood City	892,688	28,684	21.2	26.0	18.9	21.2	.0354
San Mateo	1,452,356	32,877	17.2	26.8	21.2	25.1	.0509
South San Francisco	722,201	33,528	15.5	27.2	24.5	22.4	.0257
SUBURBAN TOTAL	15,066,461	35,000	16.1	24.4	20.2	29.9	.4890
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***88,711,757***	***30,975***	***18.1***	***24.9***	***19.1***	***24.3***	***2.9591***
SAN JOSE	**21,436,862**	**35,702**	**15.1**	**24.3**	**21.2**	**30.0**	**.7145**
Santa Clara	21,436,862	35,702	15.1	24.3	21.2	30.0	.7145
Mountain View	1,121,981	30,571	18.1	30.9	19.5	21.6	.0395
• Palo Alto	1,125,192	37,829	15.1	22.1	18.2	35.7	.0403
• San Jose	9,743,026	34,983	15.5	24.2	22.5	27.5	.3260
Santa Clara	1,404,795	33,769	16.3	26.4	22.4	25.7	.0530
Sunnyvale	1,931,174	35,769	15.1	26.4	21.2	30.1	.0626
SUBURBAN TOTAL	10,568,644	36,340	14.8	24.4	20.4	31.8	.3482
SANTA BARBARA - SANTA MARIA - LOMPOC	**4,620,091**	**26,885**	**22.4**	**25.8**	**17.4**	**19.5**	**.1697**
Santa Barbara	4,620,091	26,885	22.4	25.8	17.4	19.5	.1697
• Lompoc	363,525	25,195	23.0	26.3	20.0	13.1	.0132
• Santa Barbara	1,214,748	22,954	25.4	26.5	13.8	16.5	.0491
• Santa Maria	562,824	24,557	23.5	29.0	18.7	12.0	.0298
SUBURBAN TOTAL	2,478,994	30,835	20.0	24.4	18.6	24.9	.0776
SANTA CRUZ	**2,929,492**	**25,721**	**22.3**	**25.0**	**16.6**	**19.0**	**.0960**
Santa Cruz	2,929,492	25,721	22.3	25.0	16.6	19.0	.0960
• Santa Cruz	580,216	21,565	24.4	23.6	14.7	14.9	.0243
SUBURBAN TOTAL	2,349,276	26,960	21.8	25.3	17.1	20.2	.0717
SANTA ROSA - PETALUMA	**4,749,039**	**27,397**	**21.2**	**26.5**	**18.8**	**18.3**	**.1562**
Sonoma	4,749,039	27,397	21.2	26.5	18.8	18.3	.1562
• Petaluma	527,636	32,622	17.3	24.0	24.4	21.3	.0184
• Santa Rosa	1,395,160	26,974	21.7	27.2	18.5	17.6	.0520
SUBURBAN TOTAL	2,826,243	26,752	21.6	26.4	18.0	18.2	.0858
STOCKTON	**4,524,739**	**22,587**	**24.0**	**26.9**	**16.3**	**12.1**	**.1607**
San Joaquin	4,524,739	22,587	24.0	26.9	16.3	12.1	.1607
• Lodi	513,281	22,787	24.2	26.6	16.7	12.3	.0194
• Stockton	1,948,652	20,897	24.6	25.7	15.4	10.8	.0760
SUBURBAN TOTAL	2,062,806	24,430	23.2	28.3	17.1	13.5	.0653

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CAL. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
VALLEJO - FAIRFIELD - NAPA	**4,806,271**	**28,111**	**21.0**	**27.4**	**20.2**	**17.2**	**.1600**
Napa	1,614,651	30,263	19.3	25.2	19.0	23.3	.0487
• Napa	840,137	30,722	19.1	25.1	20.5	22.3	.0276
Solano	3,191,620	27,312	21.6	28.4	20.7	14.6	.1113
• Fairfield	720,217	25,735	25.7	27.6	19.5	13.9	.0270
Vacaville	586,041	29,492	18.3	30.8	23.6	14.3	.0199
• Vallejo	1,040,355	25,063	22.5	28.4	19.1	12.7	.0387
SUBURBAN TOTAL	2,205,562	29,736	19.1	27.6	21.1	19.0	.0667
VISALIA - TULARE - PORTERVILLE	**2,280,033**	**17,408**	**31.3**	**25.7**	**11.0**	**6.7**	**.0972**
Tulare	2,280,033	17,408	31.3	25.7	11.0	6.7	.0972
• Porterville	191,273	16,885	29.2	25.6	11.6	5.2	.0114
• Tulare	213,905	17,121	30.7	26.4	10.3	5.8	.0105
• Visalia	590,848	20,409	27.5	28.1	14.6	8.3	.0308
SUBURBAN TOTAL	1,284,007	16,536	33.4	24.6	9.5	6.4	.0445
YUBA CITY	**1,064,809**	**18,450**	**30.3**	**25.0**	**12.9**	**8.1**	**.0406**
Sutter	584,655	19,800	28.4	25.3	14.5	9.7	.0223
• Yuba City	206,589	17,073	31.1	25.4	10.3	6.6	.0118
Yuba	480,154	17.201	32.6	24.6	11.1	6.4	.0183
SUBURBAN TOTAL	858,220	18,820	30.2	24.9	13.6	8.5	.0288
OTHER COUNTIES							
Alpine	12,301	21,000	22.5	25.4	9.8	17.0	.0004
Amador	268,107	21,128	27.5	29.0	15.2	8.5	.0103
Calaveras	273,189	19,265	29.3	29.0	11.7	7.6	.0093
Colusa	144,102	19,674	28.2	25.8	11.9	11.4	.0050
Del Norte	165,027	16,341	30.0	26.6	9.2	5.1	.0064
Glenn	243,910	21,190	26.9	28.3	13.8	10.9	.0087
Humboldt	1,265,377	20,679	25.9	27.2	14.0	10.3	.0479
Imperial	825,550	18,490	30.1	25.7	12.2	8.2	.0351
Inyo	212,138	20,855	25.7	27.0	15.3	9.7	.0092
Kings	762,918	20,772	28.5	27.9	14.2	9.8	.0273
Lake	487,575	15,778	32.4	21.7	10.3	7.0	.0173
Lassen	211,847	19,599	30.5	29.7	14.0	5.2	.0083
Madera	762,748	21,858	25.7	26.4	15.8	11.6	.0261
Mariposa	142,019	17,933	30.9	26.2	11.7	7.1	.0048
Mendocino	785,501	20,667	26.2	29.4	13.7	8.6	.0297
Modoc	88,420	17,156	30.1	24.7	11.6	6.9	.0032
Mono	137,937	26,361	25.2	29.8	15.6	16.7	.0049
Nevada	775,894	22,144	26.3	28.1	15.7	11.0	.0273
Plumas	200,102	19,678	29.9	29.1	13.1	6.9	.0072
San Benito	311,041	24,344	24.6	31.1	16.5	12.2	.0105
San Luis Obispo	2,212,179	22,362	26.3	26.1	15.9	13.3	.0767
Sierra	38,668	19,667	24.9	26.4	14.8	8.0	.0012
Siskiyou	437,446	19,649	27.5	29.4	13.1	6.6	.0158
Tehama	422,428	18,377	27.4	28.7	10.9	6.5	.0170
Trinity	139,992	19,634	28.8	30.4	10.8	7.9	.0047
Tuolumne	368,023	17,024	32.1	26.4	10.7	5.3	.0137
TOTAL METRO COUNTIES	**334,586,531**	**26,901**	**21.4**	**25.9**	**17.4**	**19.3**	**11.5414**
TOTAL STATE	**346,280,970**	**26,557**	**21.7**	**25.9**	**17.2**	**18.9**	**11.9694**

COLORADO

COLO.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BOULDER - LONGMONT	**219.0**	**.0910**	**29.1**	**17.2**	**23.9**	**19.7**	**16.3**	**85.2**	**1,522,756**	**349,621**	**167,734**	**141,217**	**106,671**	**305,931**	**34,132**
Boulder	219.0	.0910	29.1	17.2	23.9	19.7	16.3	85.2	1,522,756	349,621	167,734	141,317	106,671	305,931	34,133
• Boulder	80.7	.0335	27.7	27.4	24.8	16.3	15.5	32.3	862,494	153,824	103,971	107,622	74,326	171,033	15,609
• Longmont	51.2	.0213	29.9	10.9	22.0	19.3	19.5	19.7	370,232	98,788	32,258	30,524	18,822	84,568	12,142
SUBURBAN TOTAL	87.1	.0362	30.1	11.5	24.2	23.1	15.1	33.2	290,030	97,009	31,505	3,171	13,523	50,330	6,382
COLORADO SPRINGS	**352.9**	**.1465**	**28.6**	**16.0**	**19.6**	**19.5**	**17.9**	**131.0**	**2,234,953**	**405,141**	**221,714**	**307,992**	**119,856**	**494,523**	**34,443**
El Paso	352.9	.1465	28.6	16.0	19.6	19.5	17.9	131.0	2,234,953	405,141	221,714	307,992	119,856	494,523	34,443
• Colorado Springs	251.0	.1042	29.9	14.2	20.0	19.4	20.4	100.6	2,029,887	363,455	192,273	274,002	113,732	486,785	32,300
SUBURBAN TOTAL	101.9	.0423	25.2	20.4	19.0	19.6	11.8	30.4	205,066	41,686	29,441	33,990	6,124	7,738	2,143
DENVER	**1,635.1**	**.6788**	**30.7**	**11.7**	**21.8**	**20.4**	**20.1**	**656.8**	**11,463,764**	**2,330,392**	**1,261,876**	**1,416,839**	**770,299**	**2,222,093**	**257,994**
Adams	279.5	.1160	28.4	13.4	20.6	19.6	16.7	102.5	1,738,951	425,967	136,405	250,102	105,897	305,560	45,547
Thornton	47.9	.0199	27.1	12.4	25.9	16.9	12.7	16.5	385,247	72,992	24,552	71,958	13,118	124,006	7,981
Westminster	62.4	.0259	27.6	12.1	27.4	18.5	11.2	21.8	249,518	70,608-	26,398	45,454	16,850	6,965	8,903
Arapahoe	384.5	.1597	30.4	10.5	22.3	23.0	16.7	150.3	2,865,152	460,863	252,864	462,742	159,044	742,157	46,015
Aurora	206.7	.0858	29.2	11.8	25.8	20.3	14.7	78.0	1,371,568	316,564	126,553	256,400	79,335	224,766	21,076
Denver	499.4	.2073	32.0	13.2	22.9	16.2	26.9	228.7	3,795,998	698,725	584,466	333,266	324,428	471,399	89,362
• Denver	499.4	.2073	32.0	13.2	22.9	16.2	26.9	228.7	3,795,998	698,725	584,466	333,266	324,428	471,399	89,362
Douglas	36.9	.0153	31.4	6.7	18.5	28.1	15.2	11.9	87,575	30,868	8,252	167	2,757	11,037	1,986
Jefferson	434.8	.1805	30.7	10.4	21.2	23.0	17.8	163.4	2,976,088	713,969	279,889	370,562	178,173	691,940	75,084
Arvada	94.6	.0393	29.7	10.3	20.3	23.9	15.4	33.9	390,257	143,520	40,676	36,324	19,234	34,326	8,724
Lakewood	123.9	.0514	32.5	11.2	18.2	24.0	21.4	48.4	1,417,859	181,325	121,051	234,279	88,183	511,435	25,637
SUBURBAN TOTAL	1,135.7	.4715	30.0	11.0	21.3	22.3	17.1	428.1	7,667,766	1,631,667	677,410	1,083,573	445,871	1,750,694	168,632
DENVER - BOULDER CONSOLIDATED AREA	***1,854.1***	***.7698***	***30.5***	***12.4***	***22.0***	***20.3***	***19.7***	***742.0***	***12,986,520***	***2,680,013***	***1,429,610***	***1,558,156***	***876,970***	***2,528,024***	***292,127***
FORT COLLINS - LOVELAND	**178.4**	**.0741**	**28.9**	**17.7**	**21.8**	**17.8**	**18.8**	**67.9**	**987,155**	**213,723**	**93,574**	**121,916**	**53,161**	**192,521**	**18,225**
Larimer	178.4	.0741	28.9	17.7	21.8	17.8	18.8	67.9	987,155	213,723	93,574	121,916	53,161	192,521	18,225
• Fort Collins	75.9	.0315	26.4	27.1	22.7	14.7	15.8	28.8	631,135	134,358	58,295	96,891	38,910	113,835	10,275
• Loveland	36.4	.0151	31.4	10.5	20.5	18.8	23.8	14.3	234,969	51,095	17,053	17,759	8,208	60,856	6,308
SUBURBAN TOTAL	66.1	.0275	30.6	10.8	21.7	20.9	19.6	24.8	121,051	28,270	18,226	7,266	6,043	17,830	1,642
GREELEY	**138.8**	**.0576**	**28.8**	**15.2**	**19.0**	**18.1**	**20.2**	**50.6**	**585,777**	**142,955**	**53,221**	**69,070**	**26,265**	**137,445**	**14,801**
Weld	138.8	.0576	28.8	15.2	19.0	18.1	20.2	50.6	585,777	142,955	53,221	69,070	26,265	137,445	14,801
• Greeley	57.4	.0238	27.8	21.0	19.6	15.4	20.5	22.1	419,783	101,743	31,284	66,664	20,064	101,100	11,784
SUBURBAN TOTAL	81.4	.0338	29.6	11.1	18.4	20.1	20.0	28.5	165,994	41,212	21,937	2,406	6,201	36,345	3,017
PUEBLO	**125.4**	**.0521**	**32.0**	**11.3**	**16.6**	**17.8**	**27.1**	**47.9**	**635,619**	**163,377**	**62,240**	**99,523**	**36,762**	**103,596**	**17,671**
Pueblo	125.4	.0521	32.0	11.3	16.6	17.8	27.1	47.9	635,619	163,377	62,240	99,523	36,762	103,596	17,671
• Pueblo	100.3	.0416	32.0	11.7	16.8	16.8	28.2	39.2	592,908	150,491	59,232	95,925	35,644	100,413	16,326
SUBURBAN TOTAL	25.1	.0105	31.7	9.6	15.7	21.6	23.2	8.7	42,711	12,886	3,008	3,598	1,118	3,183	1,345
OTHER COUNTIES															
Alamosa	12.5	.0052	27.7	17.3	17.6	16.7	20.4	4.5	97,366	26,782	8,085	7,544	4,446	17,403	4,005
Archuleta	4.4	.0018	31.8	7.8	17.9	19.6	24.8	1.8	33,354	8,055	2,366		357	3,380	875
Baca	5.3	.0022	34.5	9.1	15.0	18.1	31.1	1.9	37,289	3,773	1,754	989	163	8,033	738
Bent	5.7	.0023	35.0	8.1	14.5	17.5	32.5	2.0	18,339	6,445	405	962	80	5,519	1,291

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Chaffee	13.2	.0055	31.6	12.2	18.1	18.4	25.5	5.0	82,061	24,331	5,955	5,603	1,530	13,552	1,680
Cheyenne	2.4	.0010	34.0	8.5	15.6	15.1	33.4	1.0	8,560	2,877	1,275		317	1,764	177
Clear Creek	7.3	.0030	29.8	10.2	29.0	19.2	15.8	3.0	33,938	8,205	9,900	610	216	2,642	1,002
Conejos	8.2	.0034	28.9	9.9	14.4	16.9	24.3	2.7	16,175	6,572	320	2,069	145	218	1,979
Costilla	3.6	.0015	33.3	9.4	13.7	18.0	29.7	1.2	3,347	884	289	335	120	164	
Crowley	3.1	.0013	40.3	7.8	12.8	16.4	39.5	1.2	3,575	239	260		109	1,009	451
Custer	2.0	.0008	33.7	8.7	16.8	19.6	28.2	.6	5,365	1,524	438			110	116
Delta	23.7	.0099	36.2	8.0	14.9	17.6	34.0	9.3	101,499	30,286	5,646	5,560	4,074	20,653	3,131
Dolores	1.8	.0008	32.3	9.7	15.0	19.4	26.5	.6	5,253	2,189	525			1,866	
Eagle	17.0	.0070	28.5	17.5	35.7	17.0	9.8	7.0	209,960	46,418	39,723	204	6,281	9,380	6,185
Elbert	8.5	.0036	31.4	7.0	20.1	22.4	20.3	2.9	5,075	2,769	433		85	119	140
Fremont	31.8	.0132	35.2	8.8	16.6	17.5	32.7	12.0	115,170	33,986	11,757	13,516	3,512	18,546	6,404
Garfield	25.9	.0108	30.3	12.0	22.6	19.2	20.1	9.9	257,861	64,570	27,233	15,248	7,385	58,969	9,815
Gilpin	2.7	.0011	31.4	7.1	29.7	22.9	16.4	1.2	3,987	361	1,484		59	105	131
Grand	9.3	.0038	29.2	12.9	26.6	19.1	15.6	3.7	59,865	14,829	9,771	787	899	6,142	3,002
Gunnison	10.9	.0046	25.8	29.4	23.8	15.4	12.7	4.1	73,303	17,460	12,141	295	1,926	12,513	2,392
Hinsdale	.5	.0002	32.0	8.6	24.4	23.0	19.8	.2	4,445	1,034	534				
Huerfano	6.8	.0028	36.5	7.7	13.5	16.3	35.5	2.7	36,093	13,822	3,182	259	884	3,077	936
Jackson	1.9	.0008	31.0	10.8	19.1	22.5	19.9	.7	8,076	2,652	772		106	1,774	134
Kiowa	1.9	.0008	41.1	7.4	11.9	16.9	40.8	.7	5,681	2,383	769				764
Kit Carson	7.6	.0032	33.2	9.5	15.2	18.1	29.2	2.9	52,233	13,258	2,502	2,649	732	14,791	2,977
Lake	7.8	.0032	26.2	16.8	22.3	17.7	12.7	2.6	31,715	9,259	2,455	329	439	3,366	3,445
La Plata	32.0	.0133	29.3	17.2	19.8	18.0	20.7	11.7	216,966	53,133	26,552	13,882	12,116	31,640	2,797

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S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Las Animas	14.5	.0060	34.5	11.0	14.0	14.9	34.3	5.6	45,829	15,613	3,336	3,174	1,580	9,416	1,941
Lincoln	4.6	.0019	38.3	9.5	13.0	18.9	35.5	1.8	63,708	7,822	7,584	1,957	478	12,213	2,021
Logan	19.8	.0082	31.2	13.6	15.3	17.2	27.0	7.7	140,130	24,269	9,849	11,813	5,268	44,346	2,827
Mesa	94.7	.0394	30.9	12.0	19.3	18.4	23.7	35.6	753,451	154,698	56,175	85,305	40,405	155,983	18,666
Mineral	.8	.0003	32.1	10.1	19.2	22.9	21.7	.3	3,367	915	240			56	
Moffat	16.2	.0067	28.2	12.5	22.6	19.2	15.3	5.8	106,119	29,300	8,190	6,991	3,023	24,789	1,333
Montezuma	19.3	.0080	30.8	9.9	16.7	19.4	23.5	6.8	124,851	31,841	10,352	7,690	3,512	24,077	2,625
Montrose	26.3	.0109	32.6	9.0	16.5	20.5	25.5	9.7	133,523	33,186	9,414	12,614	5,459	27,168	3,151
Morgan	23.1	.0096	31.7	10.8	16.5	17.7	26.7	8.6	141,512	36,596	11,474	15,985	4,205	28,338	2,643
Otero	21.3	.0089	32.7	9.9	14.5	17.2	29.5	8.1	92,199	23,818	8,096	16,744	5,754	10,164	2,423
Ouray	2.3	.0009	33.8	6.6	19.8	21.5	26.2	.7	7,545	964	2,530	183	70	105	121
Park	7.3	.0031	30.6	6.9	25.3	22.0	16.9	2.7	9,911	1,827	2,197	1,194	106	922	201
Phillips	4.4	.0018	36.9	8.2	14.0	17.5	34.9	1.8	24,434	6,138	1,045	727		11,261	800
Pitkin	11.4	.0047	30.3	14.0	37.4	22.8	9.8	5.1	181,258	20,701	48,607	72	11,061	1,719	12,594
Prowers	14.1	.0059	30.8	10.6	16.0	17.3	26.1	5.4	97,674	20,720	9,572	5,427	3,851	17,507	2,935
Rio Blanco	6.5	.0026	28.2	14.7	18.3	19.1	18.4	2.3	24,943	10,303	2,332	108	652	2,749	514
Rio Grande	10.9	.0046	32.1	9.8	15.4	18.4	27.1	3.6	55,343	17,848	2,574	2,167	3,083	7,764	3,545
Routt	15.4	.0064	28.9	13.2	32.3	18.4	11.9	5.9	95,305	21,928	13,974	529	4,910	7,896	2,451
Saguache	3.9	.0016	31.3	10.3	15.8	16.9	27.3	1.4	7,417	1,594	416		69	2,451	
San Juan	1.0	.0004	28.3	11.5	27.2	17.7	14.1	.4	6,034	456	1,446				855
San Miguel	3.6	.0015	29.5	9.9	35.9	17.8	12.4	1.4	12,637	3,730	2,772	696	236	76	173
Sedgwick	3.2	.0013	38.1	7.9	13.0	17.6	36.3	1.4	20,849	4,197	929	144	765	8,478	1,614
Summit	11.1	.0046	28.0	19.1	38.4	16.3	7.0	4.7	151,299	29,641	31,510	278	5,591	8,024	3,285
Teller	11.4	.0048	31.9	7.2	22.1	22.9	20.3	4.2	45,686	16,126	5,794	2,258	1,170	1,640	456
Washington	5.3	.0022	35.6	8.6	14.9	18.0	32.9	2.0	20,615	5,123	1,845	1,908	211	3,479	1,118
Yuma	9.9	.0041	34.0	8.6	15.2	18.3	30.1	3.9	59,064	16,828	2,566	3,027	1,617	13,222	1,085
TOTAL METRO COUNTIES	**2,649.6**	**1.1001**	**30.1**	**13.3**	**21.4**	**19.8**	**19.7**	**1,039.4**	**17,430,024**	**3,605,209**	**1,860,359**	**2,156,657**	**1,113,014**	**3,484,109**	**377,267**
TOTAL STATE	**3,269.7**	**1.3576**	**30.3**	**13.0**	**21.1**	**19.5**	**20.5**	**1,273.4**	**21,383,278**	**4,539,487**	**2,291,704**	**2,408,489**	**1,262,071**	**4,116,687**	**501,211**

COLO.

S&MM ESTIMATES

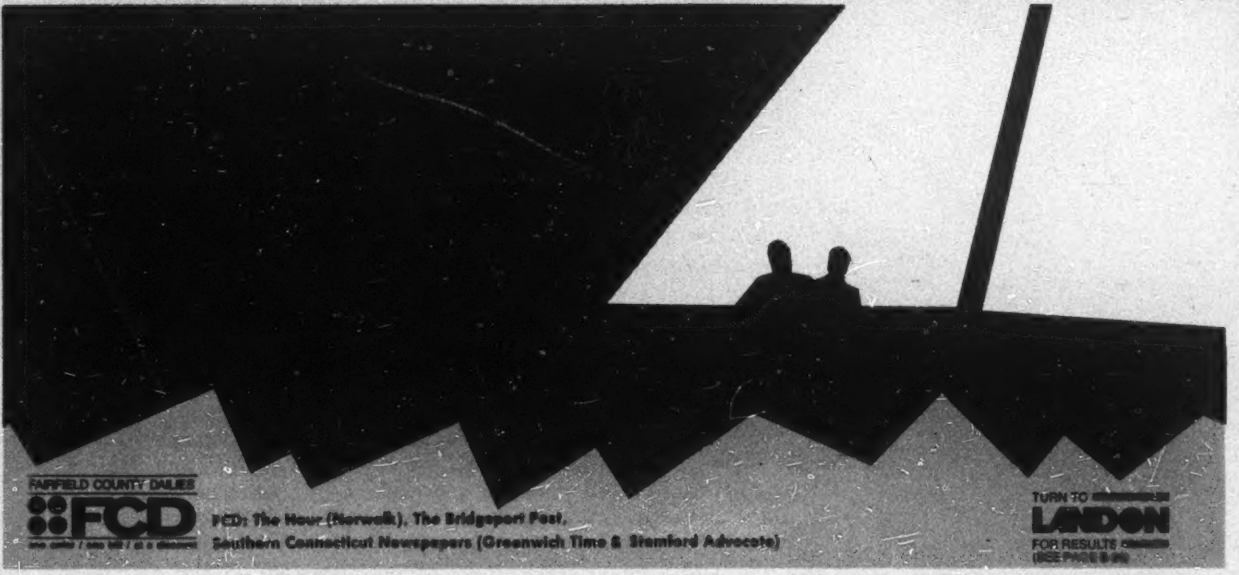
EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BOULDER - LONGMONT	**2,838,830**	**26,822**	**22.0**	**28.9**	**17.6**	**16.8**	**.1016**
Boulder	2,838,830	26,822	22.0	28.9	17.6	16.8	.1016
• Boulder	1,028,141	22,676	25.5	25.6	14.2	15.9	.0436
• Longmont	599,274	26,790	21.7	34.8	18.6	11.4	.0229
SUBURBAN TOTAL	1,211,415	30,396	18.7	28.4	20.4	20.9	.0351
COLORADO SPRINGS	**3,982,489**	**23,147**	**26.7**	**29.7**	**15.8**	**12.1**	**.1485**
El Paso	3,982,489	23,147	26.7	29.7	15.8	12.1	.1485
• Colorado Springs	2,960,658	22,758	26.6	29.2	15.3	12.2	.1174
SUBURBAN TOTAL	1,021,831	24,441	26.9	31.9	17.5	11.7	.0311
DENVER	**22,874,225**	**28,692**	**20.1**	**28.6**	**19.8**	**18.4**	**.7907**
Adams	3,261,409	27,889	20.8	33.6	21.0	13.3	.1189
Thornton	525,938	28,928	18.5	37.2	23.0	11.6	.0217
Westminster	731,085	30,400	17.2	34.6	25.9	13.4	.0236
Arapahoe	5,845,563	32,371	17.7	28.4	22.3	22.8	.1979
Aurora	2,707,848	30,235	18.9	33.0	22.8	16.6	.0950
Denver	6,674,165	21,696	25.4	27.3	14.2	12.5	.2422
• Denver	6,674,165	21,696	25.4	27.3	14.2	12.5	.2422
Douglas	556,734	39,833	11.3	24.1	24.3	34.4	.0149
Jefferson	6,536,354	34,471	15.1	27.8	24.3	24.6	.2168
Arvada	1,328,846	35,557	13.9	27.6	28.2	23.1	.0400
Lakewood	1,902,168	33,352	16.4	28.1	22.6	24.4	.0747
SUBURBAN TOTAL	16,200,060	32,182	17.2	29.4	22.8	21.5	.5485
DENVER - BOULDER CONSOLIDATED AREA	***25,713,055***	***28,473***	***20.3***	***28.6***	***19.7***	***18.2***	***.8923***
FORT COLLINS - LOVELAND	**2,007,809**	**23,419**	**25.1**	**29.2**	**16.4**	**12.2**	**.0719**
Larimer	2,007,809	23,419	25.1	29.2	16.4	12.2	.0719
• Fort Collins	827,222	21,510	26.2	26.8	15.1	11.7	.0346
• Loveland	416,316	23,715	25.1	30.3	17.3	10.7	.0155
SUBURBAN TOTAL	764,271	25,462	23.8	31.8	17.3	13.5	.0218
GREELEY	**1,344,039**	**21,170**	**26.1**	**30.5**	**13.8**	**8.6**	**.0481**
Weld	1,344,039	21,170	26.1	30.5	13.8	8.6	.0481
• Greeley	576,523	19,413	26.4	27.1	12.9	8.6	.0241
SUBURBAN TOTAL	767,516	22,421	25.9	33.0	14.5	8.6	.0240
PUEBLO	**1,208,555**	**19,785**	**26.0**	**27.4**	**13.5**	**8.6**	**.0456**
Pueblo	1,208,555	19,785	26.0	27.4	13.5	8.6	.0456
• Pueblo	972,160	19,099	26.4	26.5	13.1	8.3	.0384
SUBURBAN TOTAL	236,395	22,824	24.9	31.8	15.0	9.7	.0072
OTHER COUNTIES							
Alamosa	109,344	16,744	28.3	26.2	9.0	7.4	.0051
Archuleta	39,409	16,673	29.5	26.5	8.0	6.6	.0018
Baca	32,339	12,230	33.8	16.1	6.2	4.1	.0018

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Bent	44,879	15,919	36.9	22.5	10.0	4.3	.0017
Chaffee	130,493	21,480	27.3	32.4	13.8	7.3	.0052
Cheyenne	18,972	14,324	33.7	23.9	5.7	4.3	.0007
Clear Creek	83,467	23,455	24.1	36.4	16.2	8.3	.0028
Conejos	38,153	11,556	37.6	15.7	3.4	.6	.0017
Costilla	20,024	11,135	31.1	16.5	3.8	3.6	.0008
Crowley	21,455	13,686	36.8	21.3	5.1	3.3	.0007
Custer	10,379	13,818	33.6	24.2	4.7	2.0	.0004
Delta	205,870	16,004	31.0	24.6	10.8	5.4	.0079
Dolores	13,675	18,750	25.6	29.5	10.8	7.0	.0005
Eagle	251,535	29,904	17.9	31.3	22.1	18.0	.0104
Elbert	78,137	21,941	25.5	26.7	17.4	9.5	.0023
Fremont	270,860	16,475	29.6	27.3	8.5	4.7	.0099
Garfield	307,891	26,361	22.5	28.1	19.5	13.7	.0132
Gilpin	33,385	25,286	20.3	36.4	16.3	9.3	.0009
Grand	101,934	23,579	24.2	35.8	14.2	9.3	.0038
Gunnison	125,463	23,258	23.3	28.9	14.2	13.8	.0049
Hinsdale	6,060	23,273	25.5	35.0	11.5	12.5	.0002
Huerfano	49,421	13,000	31.0	20.2	7.3	4.0	.0021
Jackson	16,278	19,583	30.1	34.1	9.9	4.6	.0006
Kiowa	17,527	18,632	29.3	26.7	10.6	9.1	.0007
Kit Carson	66,647	18,405	27.4	28.5	11.1	5.9	.0028
Lake	78,232	27,584	20.8	37.9	22.0	7.7	.0028
La Plata	329,800	21,445	26.7	28.1	14.3	10.8	.0132
Las Animas	111,339	14,931	28.7	23.1	10.3	4.1	.0042
Lincoln	40,814	17,277	29.9	26.9	9.8	6.3	.0025
Logan	186,097	19,099	30.0	29.6	11.2	6.5	.0080
Mesa	1,041,793	23,361	24.6	28.8	16.6	12.1	.0426
Mineral	7,928	21,000	28.6	28.7	14.0	9.7	.0004
Moffat	171,571	26,275	21.3	36.6	19.8	9.1	.0066
Montezuma	175,963	20,024	27.8	26.7	15.5	7.8	.0075
Montrose	273,404	22,230	27.3	32.6	13.3	10.2	.0099
Morgan	213,966	19,466	29.5	27.7	13.4	7.5	.0088
Otero	166,975	15,528	31.4	24.9	8.2	4.9	.0068
Ouray	17,374	18,696	29.6	26.4	11.1	8.6	.0006
Park	76,401	24,145	23.8	31.9	17.0	10.1	.0021
Phillips	41,986	16,909	31.3	24.9	9.5	7.2	.0018
Pitkin	170,728	25,772	26.6	28.4	14.5	17.2	.0078
Prowers	117,549	16,462	28.5	25.9	9.1	6.1	.0054
Rio Blanco	78,682	30,167	18.7	29.9	24.7	14.9	.0025
Rio Grande	108,602	23,208	21.9	26.2	17.6	13.2	.0042
Routt	182,362	26,463	22.5	33.6	18.9	12.8	.0064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COLO. (cont.) S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Saguache	30,560	15,917	33.3	22.3	7.9	7.3	.0012
San Juan	9,295	20,231	28.8	33.4	12.8	4.5	.0002
San Miguel	29,547	17,125	31.1	30.1	7.5	4.8	.0011
Sedgwick	30,979	17,780	35.0	27.4	9.7	4.9	.0013
Summit	159,359	28,204	21.3	32.7	20.0	15.9	.0070
Teller	96,994	18,891	29.7	28.9	11.5	6.6	.0037
Washington	49,852	21,182	26.4	31.6	12.9	8.2	.0018
Yuma	92,681	17,144	28.9	24.9	11.3	7.2	.0038
TOTAL METRO COUNTIES	**34,255,947**	**26,624**	**22.0**	**28.9**	**18.3**	**16.1**	**1.2064**
TOTAL STATE	**40,440,377**	**25,419**	**22.9**	**28.7**	**17.5**	**14.8**	**1.4535**

CONNECTICUT

CONN. S&MM ESTIMATES — POPULATION—12/31/85 — RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**820.2**	**.3406**	**35.1**	**9.8**	**15.6**	**21.4**	**28.6**	**292.5**	**6,593,688**	**1,277,804**	**619,358**	**771,890**	**332,131**	**1,314,188**	**149,677**
Fairfield	820.2	.3406	35.1	9.8	15.6	21.4	28.6	292.5	6,593,688	1,277,804	619,358	771,890	332,131	1,314,188	149,677
• Bridgeport	142.6	.0592	31.9	12.5	16.7	15.5	29.4	53.6	770,552	169,784	72,295	74,336	41,606	129,504	23,795
• Danbury	63.8	.0265	32.1	11.5	18.8	20.1	24.6	22.8	738,263	131,999	63,132	86,452	39,941	155,715	8,849
Fairfield	53.4	.0222	37.4	11.9	13.2	20.7	32.9	18.2	528,016	103,109	56,091	58,081	29,776	112,392	13,172
Greenwich	58.8	.0244	39.6	7.8	13.3	22.9	34.4	21.9	602,497	87,085	58,986	26,853	23,082	220,100	9,595
• Norwalk	78.5	.0326	34.0	10.4	18.1	20.9	27.4	29.4	789,882	177,501	60,937	100,356	44,188	157,535	5,480
• Stamford	102.2	.0424	35.7	9.4	17.4	20.7	30.3	39.3	932,271	148,898	78,540	206,672	53,624	141,549	20,196
Stratford	50.5	.0210	39.3	9.0	14.7	18.0	37.4	19.0	296,039	58,608	36,128	18,338	12,561	67,936	11,235
SUBURBAN TOTAL	433.1	.1799	36.6	8.6	13.8	23.9	28.9	147.4	3,362,720	649,622	344,454	304,074	152,772	729,885	91,357
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**1,075.4**	**.4465**	**33.3**	**11.8**	**17.3**	**19.5**	**27.5**	**394.1**	**7,439,951**	**1,488,135**	**771,467**	**805,041**	**346,265**	**1,530,476**	**252,267**
Hartford	816.1	.3388	33.9	11.2	17.0	19.3	28.8	303.8	6,036,969	1,158,186	633,152	654,758	296,252	1,244,678	203,433

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*SOURCES: S&MM, Survey of Buying Power; 1985 Control Data Corp. 1984 Household Estimates; ANM, 1985-86

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CONN. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
				% of Population by Age Group											
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Bristol	58.8	.0244	32.6	11.8	17.6	18.8	26.9	21.8	469,201	91,425	29,652	40,387	24,213	156,821	14,903
East Hartford	51.8	.0215	33.9	12.5	17.8	18.5	29.6	20.2	500,457	73,507	39,154	36,944	9,388	147,784	12,981
Enfield	42.1	.0175	31.7	11.5	16.3	22.6	22.0	13.5	391,622	61,585	33,108	97,322	20,818	52,579	10,629
• Hartford	135.2	.0561	29.6	15.0	17.6	15.7	24.7	52.4	742,471	100,365	146,680	79,961	42,555	124,361	34,432
Manchester	49.0	.0203	34.1	10.3	18.6	18.2	30.2	18.8	475,766	107,586	39,185	59,651	15,407	119,297	10,889
• New Britain	72.2	.0300	33.8	15.0	17.4	14.1	33.8	29.0	310,242	67,510	33,483	26,067	9,227	73,429	15,685
West Hartford	60.0	.0249	42.5	8.2	13.4	18.5	41.0	23.7	629,873	106,978	51,982	108,062	54,291	74,777	18,863
Middlesex	**136.4**	**.0566**	**33.5**	**10.6**	**18.3**	**20.2**	**27.1**	**50.5**	**869,142**	**170,168**	**91,652**	**98,027**	**39,724**	**195,893**	**31,689**
• Middletown	39.8	.0165	31.9	15.2	18.8	17.3	26.8	15.0	276,288	53,658	28,706	50,286	14,365	53,471	13,152
Tolland	**122.9**	**.0511**	**29.6**	**17.1**	**19.1**	**20.2**	**19.5**	**39.8**	**533,840**	**159,781**	**46,663**	**52,256**	**10,289**	**89,905**	**17,145**
SUBURBAN TOTAL	**769.4**	**.3195**	**34.0**	**10.7**	**17.2**	**20.9**	**27.5**	**275.9**	**5,641,749**	**1,175,177**	**532,946**	**608,340**	**255,905**	**1,122,394**	**174,095**
NEW HAVEN - WATERBURY - MERIDEN	**773.5**	**.3212**	**33.7**	**11.3**	**17.1**	**18.4**	**29.4**	**284.4**	**4,949,886**	**1,083,654**	**500,443**	**614,325**	**225,695**	**919,342**	**135,895**
New Haven	773.5	.3212	33.7	11.3	17.1	18.4	29.4	284.4	4,949,886	1,083,654	500,443	614,325	225,695	919,342	135,895
Hamden	51.3	.0213	37.9	12.1	15.2	17.1	36.4	19.3	417,235	81,132	38,019	76,243	11,190	83,097	12,531
• Meriden	58.3	.0242	33.2	10.9	17.9	17.5	29.3	22.1	329,000	52,897	23,569	32,573	18,711	79,069	10,319
• Milford	51.8	.0215	33.4	10.4	18.1	19.8	27.3	18.4	456,059	92,539	52,858	39,443	39,612	89,964	7,994
• New Haven	124.4	.0517	30.2	16.6	19.0	14.5	26.4	47.5	572,978	98,724	95,192	84,725	32,630	69,503	19,232
• Waterbury	103.2	.0429	34.6	11.2	15.7	16.2	33.1	39.1	786,403	185,550	62,439	124,903	27,096	107,110	19,931
West Haven	53.6	.0223	34.0	12.0	18.9	17.3	30.8	20.9	255,663	67,913	36,525	19,534	9,368	52,477	7,984
SUBURBAN TOTAL	**435.8**	**.1809**	**34.8**	**10.0**	**16.7**	**20.0**	**29.7**	**157.3**	**2,805,446**	**653,944**	**266,385**	**332,631**	**107,646**	**573,696**	**78,419**
NEW LONDON - NORWICH	**246.4**	**.1023**	**31.3**	**13.4**	**17.7**	**18.7**	**24.8**	**89.2**	**1,609,452**	**319,262**	**168,193**	**123,311**	**72,705**	**405,629**	**40,035**
New London	246.4	.1023	31.3	13.4	17.7	18.7	24.8	89.2	1,609,452	319,262	168,193	123,311	72,705	405,629	40,035
Groton (town)	41.9	.0174	27.4	18.7	21.1	15.5	18.4	13.9	305,444	55,950	42,017	33,207	12,442	50,875	6,549
• New London	28.5	.0118	28.8	23.5	16.5	12.9	26.8	10.9	311,152	29,466	25,998	43,465	19,892	110,180	7,201
• Norwich	38.6	.0160	33.0	12.3	16.6	16.4	30.3	15.3	361,190	80,006	23,443	19,948	21,242	127,581	9,700
SUBURBAN TOTAL	**179.3**	**.0745**	**31.4**	**12.1**	**18.2**	**20.1**	**23.3**	**63.0**	**937,110**	**209,790**	**118,752**	**59,896**	**31,571**	**167,868**	**23,134**
OTHER COUNTIES															
Litchfield	**163.9**	**.0681**	**34.5**	**8.9**	**17.2**	**20.1**	**29.0**	**60.2**	**869,227**	**235,733**	**74,133**	**48,168**	**28,116**	**222,668**	**22,877**
Windham	**96.5**	**.0400**	**31.8**	**11.8**	**17.0**	**18.2**	**26.3**	**34.5**	**446,784**	**110,919**	**43,780**	**20,880**	**15,415**	**104,162**	**16,355**
TOTAL METRO COUNTIES	**2,915.5**	**1.2106**	**33.7**	**11.2**	**16.9**	**19.7**	**28.1**	**1,060.2**	**20,592,977**	**4,168,855**	**2,059,461**	**2,314,567**	**976,796**	**4,169,635**	**577,874**
TOTAL STATE	**3,175.9**	**1.3187**	**33.7**	**11.1**	**16.9**	**19.7**	**28.1**	**1,154.9**	**21,908,988**	**4,515,507**	**2,177,374**	**2,383,615**	**1,020,327**	**4,496,465**	**617,106**

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EFFECTIVE BUYING INCOME
1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**14,839,344**	**36,886**	**14.8**	**21.5**	**17.8**	**34.9**	**.4748**
Fairfield	14,839,344	36,886	14.8	21.5	17.8	34.9	.4748
• Bridgeport	1,642,358	22,757	23.0	26.4	15.5	13.6	.0577
• Danbury	935,074	32,844	17.5	24.6	20.7	25.7	.0379
Fairfield	1,002,856	42,320	12.8	20.2	19.2	40.5	.0337
Greenwich	1,541,344	47,584	11.8	17.7	15.2	47.8	.0454
• Norwalk	1,336,759	35,588	15.4	23.0	19.2	31.7	.0474
• Stamford	1,922,713	36,075	15.8	21.4	17.5	34.0	.0629
Stratford	810,369	35,000	14.7	24.6	22.1	28.0	.0250
SUBURBAN TOTAL	9,002,440	45,383	11.1	19.0	17.8	44.9	.2689
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**15,535,093**	**31,464**	**17.5**	**26.9**	**20.7**	**22.8**	**.5267**
Hartford	11,905,724	31,024	18.0	26.5	20.1	22.8	.4101
• Bristol	803,134	29,935	18.3	30.7	21.3	18.9	.0293
East Hartford	725,362	30,034	18.9	30.1	21.1	18.3	.0280
Enfield	550,237	35,923	13.7	26.1	28.9	23.4	.0218
• Hartford	1,358,208	18,020	28.0	24.8	11.8	8.8	.0514
Manchester	732,730	31,419	17.7	31.0	21.0	21.1	.0274
• New Britain	924,549	24,347	23.1	29.4	17.1	13.2	.0292
West Hartford	1,185,450	37,347	15.4	21.9	18.8	34.2	.0397
Middlesex	2,014,545	32,698	16.4	27.1	22.6	23.1	.0660
• Middletown	531,225	27,801	20.6	27.7	19.7	18.0	.0187
Tolland	1,614,824	33,044	15.7	28.3	23.4	22.7	.0506
SUBURBAN TOTAL	11,917,977	34,942	14.6	26.6	22.8	27.2	.3981
NEW HAVEN - WATERBURY - MERIDEN	**11,002,198**	**30,452**	**17.9**	**25.7**	**19.8**	**22.5**	**.3671**
New Haven	11,002,198	30,452	17.9	25.7	19.8	22.5	.3671
Hamden	803,710	32,960	17.2	24.8	21.4	25.1	.0276
• Meriden	816,595	29,743	19.0	28.8	20.4	19.8	.0265
• Milford	806,527	37,240	12.1	25.4	25.4	29.0	.0285
• New Haven	1,380,445	19,582	24.7	24.6	13.3	11.3	.0473
• Waterbury	1,256,674	24,428	21.8	26.3	16.7	15.3	.0479
West Haven	731,437	28,511	19.4	27.9	19.9	15.4	.0230
SUBURBAN TOTAL	6,741,957	34,518	15.4	25.4	21.8	27.3	.2169
NEW LONDON - NORWICH	**3,516,288**	**30,506**	**17.8**	**28.4**	**20.0**	**21.7**	**.1178**
New London	3,516,288	30,506	17.8	28.4	20.0	21.7	.1178
Groton (town)	583,008	29,171	19.7	32.4	18.3	20.4	.0205
• New London	364,289	22,825	23.4	27.2	15.4	13.3	.0156
• Norwich	503,615	25,731	21.2	29.0	17.5	14.9	.0200
SUBURBAN TOTAL	2,648,384	32,988	15.9	28.5	21.3	24.9	.0822
OTHER COUNTIES							
Litchfield	2,445,475	31,968	17.7	27.2	21.6	22.7	.0760
Windham	1,164,590	26,780	21.6	29.2	19.1	15.6	.0384
TOTAL METRO COUNTIES	**44,892,923**	**32,360**	**16.9**	**25.1**	**19.6**	**26.0**	**1.4864**
TOTAL STATE	**48,502,988**	**32,156**	**17.1**	**25.3**	**19.7**	**25.5**	**1.6008**

DELAWARE

DEL.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP
1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
WILMINGTON	**542.1**	**.2251**	**31.8**	**12.2**	**17.2**	**19.5**	**25.0**	**192.6**	**3,456,960**	**653,701**	**274,140**	**470,015**	**171,111**	**815,618**	**108,958**
New Castle	407.6	.1693	31.7	13.0	17.3	19.5	24.9	145.6	2,914,592	549,278	228,801	441,759	152,827	685,174	92,879
• Wilmington	69.5	.0289	33.2	10.3	16.4	15.7	31.4	27.2	526,350	49,434	50,266	17,542	24,663	164,930	30,464
Cecil, Md.	*66.3*	*.0275*	*31.4*	*10.1*	*16.9*	*20.3*	*23.6*	*22.4*	*309,868*	*55,527*	*25,037*	*15,185*	*6,711*	*75,419*	*7,613*
Salem, N. J.	*68.2*	*.0283*	*33.9*	*9.7*	*16.1*	*18.9*	*28.0*	*24.6*	*232,500*	*48,896*	*20,308*	*13,071*	*11,573*	*55,025*	*8,466*
SUBURBAN TOTAL	472.6	.1962	31.6	12.5	17.1	20.1	24.2	165.4	2,930,610	604,267	223,874	452,473	146,448	650,688	78,494
OTHER COUNTIES															
Kent	105.5	.0438	29.6	13.5	17.5	19.8	20.7	36.1	645,168	117,406	44,597	94,210	18,483	167,286	17,241
Sussex	108.3	.0449	34.3	9.9	15.8	18.1	30.8	39.7	656,240	137,025	75,033	46,501	34,554	96,015	24,173
TOTAL METRO COUNTIES	**407.6**	**.1693**	**31.7**	**13.0**	**17.3**	**19.5**	**24.9**	**145.6**	**2,914,592**	**549,278**	**228,801**	**441,759**	**152,827**	**685,174**	**92,879**
TOTAL STATE	**621.4**	**.2580**	**31.8**	**12.5**	**17.1**	**19.3**	**25.2**	**221.4**	**4,216,000**	**803,709**	**348,431**	**582,470**	**205,864**	**948,475**	**134,293**

DEL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
WILMINGTON	**7,074,002**	**28,754**	**19.4**	**27.4**	**19.9**	**18.8**	**.2457**
New Castle	5,419,540	28,759	19.4	27.3	19.4	19.2	.1933
• Wilmington	727,110	17,343	27.0	22.9	11.9	9.4	.0301
Cecil, Md.	*711,006*	*26,549*	*21.4*	*31.8*	*19.4*	*13.1*	*.0249*
Salem, N. J.	*943,456*	*31,621*	*18.2*	*23.3*	*22.7*	*22.0*	*.0275*
SUBURBAN TOTAL	6,346,892	30,495	18.2	28.1	21.2	20.4	.2156
OTHER COUNTIES							
Kent	1,082,585	22,015	26.9	28.8	16.4	9.5	.0420
Sussex	1,067,870	19,841	29.1	28.7	13.7	7.2	.0421
TOTAL METRO COUNTIES	**5,419,540**	**28,759**	**19.4**	**27.3**	**19.4**	**19.2**	**.1933**
TOTAL STATE	**7,569,995**	**25,647**	**22.3**	**27.8**	**17.9**	**15.5**	**.2774**

DISTRICT OF COLUMBIA

D.C.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP
1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
WASHINGTON	**3,492.5**	**1.4504**	**31.5**	**11.7**	**20.5**	**22.3**	**20.5**	**1,291.8**	**25,219,988**	**4,733,764**	**2,554,070**	**3,078,585**	**1,560,932**	**6,002,162**	**899,702**
District of Columbia	621.0	.2579	32.8	13.6	20.4	18.9	26.6	253.7	3,298,998	583,418	711,749	320,012	191,028	189,795	155,449
• Washington	621.0	.2579	32.8	13.6	20.4	18.9	26.6	253.7	3,298,998	583,418	711,749	320,012	191,028	189,795	155,449
Calvert, Md.	*42.6*	*.0177*	*30.6*	*9.0*	*18.7*	*20.6*	*21.2*	*13.8*	*108,587*	*33,630*	*14,338*	*6,701*	*1,997*	*15,520*	*4,255*
Charles, Md.	*86.5*	*.0360*	*28.7*	*10.2*	*18.4*	*23.0*	*18.5*	*26.4*	*300,406*	*81,838*	*23,747*	*11,056*	*9,960*	*62,696*	*39,760*
Frederick, Md.	*131.8*	*.0547*	*31.0*	*10.9*	*19.1*	*20.8*	*21.7*	*44.1*	*740,264*	*162,271*	*64,325*	*97,028*	*28,876*	*173,170*	*16,548*

D.C. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Frederick	33.2	.0138	31.9	13.4	20.3	15.6	28.1	12.9	514,687	129,697	40,932	79,827	20,056	115,194	11,871
Montgomery, Md.	630.0	.2616	33.6	9.8	18.6	23.0	24.4	235.3	5,529,957	999,070	410,544	715,919	408,365	1,442,107	172,142
Rockville	46.3	.0192	31.6	10.7	18.9	23.6	19.9	15.9	689,912	124,943	58,704	42,396	77,636	202,441	14,282
Prince George's, Md.	677.0	.2811	29.4	13.9	20.7	21.5	17.0	237.8	5,175,984	1,051,082	428,520	669,073	274,094	1,300,156	167,971
Alexandria city, Va.	110.8	.0460	32.5	12.0	28.1	19.9	23.3	54.3	1,099,516	140,376	116,304	170,041	61,289	387,283	30,048
Alexandria	110.8	.0460	32.5	12.0	28.1	19.9	23.3	54.3	1,099,516	140,376	116,304	170,041	61,289	387,283	30,048
Arlington, Va.	155.4	.0646	33.4	13.6	25.9	19.4	26.5	73.3	1,185,426	203,669	153,264	86,172	70,047	421,166	59,765
• Arlington	155.4	.0646	33.4	13.6	25.9	19.4	26.5	73.3	1,185,426	203,669	153,264	86,172	70,047	421,166	59,765
Fairfax, Va.	690.9	.2869	31.7	9.9	19.9	26.1	17.4	245.2	5,004,627	938,398	423,246	680,209	367,946	1,194,679	166,098
Fairfax city, Va.	19.6	.0081	31.4	13.6	20.0	22.2	20.6	7.1	721,592	80,645	54,552	140,347	55,475	234,685	24,939
Fairfax	19.6	.0081	31.4	13.6	20.0	22.2	20.6	7.1	721,592	80,645	54,552	140,347	55,475	234,685	24,939
Falls Church city, Va.	9.1	.0038	36.8	8.9	21.0	21.3	31.6	4.2	268,429	26,525	15,737	55,404	10,761	108,509	7,454
Falls Church	9.1	.0038	36.8	8.9	21.0	21.3	31.6	4.2	268,429	26,525	15,737	55,404	10,761	108,509	7,454
Loudoun, Va.	68.7	.0286	30.8	8.5	20.0	24.7	17.0	22.7	360,150	123,110	20,963	16,142	18,517	65,435	18,373
Manassas city, Va.	17.2	.0071	28.6	11.0	23.9	20.0	14.7	5.8	273,818	53,239	16,837	15,107	7,107	121,219	4,842
Manassas	17.2	.0071	28.6	11.0	23.9	20.0	14.7	5.8	273,818	53,239	16,837	15,107	7,107	121,219	4,842
Manassas Park city, Va.	6.9	.0029	25.5	13.0	21.1	19.2	10.8	2.1	15,183	7,600	1,176		719	2,740	1,278
Manassas Park	6.9	.0029	25.5	13.0	21.1	19.2	10.8	2.1	15,183	7,600	1,176		719	2,740	1,278
Prince William, Va.	173.9	.0722	27.6	11.2	22.0	24.5	9.2	50.7	960,316	186,957	80,955	83,317	53,579	253,967	29,727
Stafford, Va.	51.1	.0212	29.6	10.7	19.2	23.3	16.3	15.3	178,735	61,936	17,813	12,057	1,172	29,035	1,053
SUBURBAN TOTAL	2,682.9	1.1141	31.1	11.1	20.1	23.3	18.8	951.9	20,220,877	3,816,980	1,648,125	2,592,574	1,279,801	5,276,007	672,617
TOTAL METRO COUNTIES	**621.0**	**.2579**	**32.8**	**13.6**	**20.4**	**18.9**	**26.6**	**253.7**	**3,298,998**	**583,418**	**711,749**	**320,012**	**191,028**	**189,795**	**155,449**
TOTAL STATE	**621.0**	**.2579**	**32.8**	**13.6**	**20.4**	**18.9**	**26.6**	**253.7**	**3,298,998**	**583,418**	**711,749**	**320,012**	**191,028**	**189,795**	**155,449**

D.C.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WASHINGTON	**56,708,739**	**35,172**	**15.4**	**24.6**	**19.8**	**30.5**	**1.8447**
District of Columbia	9,564,996	23,808	22.4	24.8	14.3	18.6	.2933
• Washington	9,564,996	23,808	22.4	24.8	14.3	18.6	.2933
Calvert, Md.	443,760	28,416	19.0	30.3	21.1	15.2	.0136
Charles, Md.	926,402	31,825	15.9	28.9	26.0	17.5	.0301
Frederick, Md.	1,495,971	29,004	20.0	29.9	21.7	16.1	.0537
• Frederick	387,477	24,502	23.3	30.3	18.7	11.1	.0208
Montgomery, Md.	11,671,768	41,853	12.5	22.0	19.5	39.4	.3796
Rockville	741,353	40,866	11.7	21.8	21.7	36.6	.0319
Prince George's, Md.	9,587,074	34,077	16.0	27.9	21.7	26.6	.3386
Alexandria city, Va.	2,358,738	33,930	15.3	26.0	18.7	29.4	.0749
Alexandria	2,358,738	33,930	15.3	28.0	18.7	29.4	.0749
Arlington, Va.	3,397,345	36,034	15.2	25.5	17.7	33.8	.0991
• Arlington	3,397,345	36,034	15.2	25.5	17.7	33.8	.0991
Fairfax, Va.	12,740,746	45,539	10.1	20.5	20.9	43.8	.3925

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Fairfax city, Va.	356,473	42,489	11.4	22.8	19.6	41.1	.0236
Fairfax	356,473	42,489	11.4	22.8	19.6	41.1	.0236
Falls Church city, Va.	202,397	39,255	13.1	24.6	19.1	37.8	.0101
Falls Church	202,397	39,255	13.1	24.6	19.1	37.8	.0101
Loudoun, Va.	912,803	34,124	14.7	27.0	23.8	24.6	.0298
Manassas city, Va.	230,158	35,579	14.8	26.9	29.1	21.9	.0115
Manassas	230,158	35,579	14.8	26.9	29.1	21.9	.0115
Manassas Park city, Va.	60,032	26,039	18.7	48.1	17.8	4.7	.0018
Manassas Park	60,032	26,039	18.7	48.1	17.8	4.7	.0018
Prince William, Va.	2,186,652	38,351	12.2	25.5	27.9	28.9	.0742
Stafford, Va.	573,424	31,689	17.8	30.1	23.3	19.4	.0183
SUBURBAN TOTAL	43,358,921	38,246	13.5	24.5	21.4	33.7	1.4315
TOTAL METRO COUNTIES	**9,564,996**	**23,808**	**22.4**	**24.8**	**14.3**	**18.6**	**.2933**
TOTAL STATE	**9,564,996**	**23,808**	**22.4**	**24.8**	**14.3**	**18.6**	**.2933**

FLORIDA

FLA.

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**177.6**	**.0738**	**45.1**	**7.9**	**12.6**	**14.6**	**45.9**	**75.5**	**1,197,894**	**240,211**	**112,351**	**122,614**	**62,309**	**375,473**	**40,281**
Manatee	177.6	.0738	45.1	7.9	12.6	14.6	45.9	75.5	1,197,894	240,211	112,351	122,614	62,309	375,473	40,281
• Bradenton	37.4	.0155	43.0	8.7	13.5	13.5	44.4	15.7	369,146	71,273	19,307	10,158	19,162	171,429	12,374
SUBURBAN TOTAL	140.2	.0583	45.7	7.7	12.4	14.7	46.4	59.8	828,748	168,938	93,044	112,456	43,147	204,044	27,907
DAYTONA BEACH	**313.9**	**.1303**	**41.5**	**10.3**	**13.3**	**15.3**	**41.7**	**133.0**	**1,867,695**	**404,513**	**204,059**	**210,538**	**99,335**	**439,906**	**83,649**
Volusia	313.9	.1303	41.5	10.3	13.3	15.3	41.7	133.0	1,867,695	404,513	204,059	210,538	99,335	439,906	83,649
• Daytona Beach	58.7	.0244	36.4	15.5	13.8	13.2	38.1	25.7	735,377	93,720	76,741	139,210	39,324	229,009	26,019
SUBURBAN TOTAL	255.2	.1059	42.4	9.1	13.2	15.8	42.5	107.3	1,132,318	310,793	127,318	71,328	60,011	210,897	57,630
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,159.1**	**.4813**	**40.3**	**8.7**	**15.4**	**17.2**	**39.5**	**492.0**	**8,663,577**	**1,481,671**	**936,394**	**891,083**	**556,964**	**2,636,023**	**291,460**
Broward	1,159.1	.4813	40.3	8.7	15.4	17.2	39.5	492.0	8,663,577	1,481,671	936,394	891,083	556,964	2,636,023	291,460
• Fort Lauderdale	154.6	.0642	38.0	10.8	17.8	17.2	36.6	70.8	2,154,118	233,218	285,677	143,229	117,831	910,434	53,687
• Hollywood	126.1	.0524	43.8	8.4	13.1	17.2	43.5	54.8	1,301,286	180,453	93,463	193,257	89,341	469,709	42,081
Plantation	54.6	.0227	37.3	8.1	13.7	25.0	29.3	19.5	621,960	103,119	47,417	175,073	23,813	124,187	12,900
• Pompano Beach	68.7	.0285	51.3	8.5	12.1	14.4	51.4	32.8	800,769	89,985	41,397	101,988	54,796	312,410	29,836
SUBURBAN TOTAL	809.7	.3362	39.6	8.5	15.6	17.4	38.5	333.6	4,407,404	978,015	515,857	452,609	294,995	943,470	165,856

FLA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
FORT MYERS - CAPE CORAL	**267.5**	**.1111**	**42.5**	**8.2**	**13.2**	**15.8**	**42.8**	**112.6**	**1,753,982**	**366,889**	**154,501**	**204,618**	**130,533**	**423,880**	**73,530**
Lee	267.5	.1111	42.5	8.2	13.2	15.8	42.8	112.6	1,753,982	366,889	134,501	204,618	130,533	423,880	73,530
• Cape Coral	47.0	.0195	50.1	6.1	11.3	15.6	50.0	20.0	173,608	54,370	12,326	12,502	14,078	9,971	12,633
• Fort Myers	39.7	.0165	32.9	12.0	15.7	15.9	30.9	16.4	875,140	147,052	54,427	137,181	56,295	294,129	27,965
SUBURBAN TOTAL	180.8	.0751	43.2	7.9	13.2	15.7	43.6	76.2	705,234	165,467	87,748	54,935	60,160	119,780	32,932
FORT PIERCE	**200.9**	**.0834**	**39.1**	**9.2**	**14.0**	**15.9**	**38.8**	**81.0**	**1,264,369**	**272,658**	**84,313**	**110,967**	**76,432**	**355,556**	**42,038**
Martin	83.8	.0348	43.8	8.6	12.7	15.5	44.4	35.5	526,177	107,301	34,769	45,524	34,971	140,831	16,504
St. Lucie	117.1	.0486	35.8	9.6	15.0	16.2	34.8	45.5	738,192	165,357	49,544	65,443	41,461	214,725	25,534
• Fort Pierce	37.4	.0155	33.6	11.4	14.1	15.8	32.2	14.7	583,428	114,159	42,249	56,556	32,001	205,327	16,647
SUBURBAN TOTAL	163.5	.0679	40.4	8.7	14.0	15.9	40.3	66.3	680,941	158,499	42,064	54,411	44,431	150,229	25,391
FORT WALTON BEACH	**133.5**	**.0554**	**29.3**	**14.5**	**17.7**	**22.0**	**18.0**	**48.4**	**849,874**	**144,495**	**91,064**	**116,345**	**56,773**	**214,633**	**21,962**
Okaloosa	133.5	.0554	29.3	14.5	17.7	22.0	18.0	48.4	849,874	144,495	91,064	116,345	56,773	214,633	21,962
• Fort Walton Beach	22.8	.0095	32.5	12.0	14.6	24.4	21.9	8.3	423,749	56,608	45,146	37,846	32,240	155,162	5,971
SUBURBAN TOTAL	110.7	.0459	28.8	15.0	18.4	21.5	17.2	40.1	426,125	87,887	45,918	78,499	24,533	59,471	15,991
GAINESVILLE	**194.9**	**.0809**	**27.4**	**22.4**	**21.2**	**16.0**	**18.0**	**72.7**	**1,158,272**	**260,065**	**120,151**	**142,210**	**49,834**	**282,678**	**26,274**
Alachua	171.9	.0714	26.9	24.1	21.4	15.5	17.0	65.3	1,068,512	229,851	113,292	135,337	44,587	267,267	22,831
• Gainesville	85.0	.0353	25.9	28.1	21.4	13.9	16.6	31.2	748,909	157,958	70,152	61,689	32,501	250,305	14,979
Bradford	23.0	.0095	32.4	10.3	18.5	20.0	25.1	7.4	89,760	30,214	6,859	6,873	5,247	15,411	3,443
SUBURBAN TOTAL	109.9	.0456	28.7	18.1	20.9	17.6	19.1	41.5	409,363	102,107	49,999	80,521	17,333	32,373	11,295
JACKSONVILLE	**817.6**	**.3395**	**31.1**	**12.0**	**18.1**	**19.0**	**24.0**	**308.5**	**4,799,099**	**860,646**	**450,969**	**486,019**	**208,519**	**1,352,166**	**175,226**
Clay	88.3	.0367	30.8	8.9	17.5	23.9	18.7	27.9	380,514	59,668	31,416	84,732	18,869	83,132	7,524
Duval	620.5	.2576	30.8	12.8	18.5	18.3	24.0	240.3	3,915,035	695,671	354,945	364,744	175,495	1,153,839	151,590
• Jacksonville	586.9	.2437	30.8	12.8	18.6	18.2	23.9	226.2	3,690,421	631,922	322,757	353,439	169,582	1,110,728	140,402
Nassau	40.0	.0166	30.5	10.2	17.1	21.2	21.0	13.8	171,359	37,382	17,578	12,366	4,458	27,049	4,146
St. Johns	68.8	.0286	35.2	10.1	15.3	18.1	32.2	26.5	332,191	67,925	47,030	24,177	9,697	88,146	11,966
SUBURBAN TOTAL	230.7	.0958	32.1	10.0	16.9	21.0	24.2	82.3	1,108,678	228,724	128,212	132,580	38,937	241,438	34,824
LAKELAND - WINTER HAVEN	**363.6**	**.1510**	**34.1**	**10.8**	**15.6**	**18.5**	**30.1**	**135.1**	**1,964,351**	**455,504**	**157,311**	**235,789**	**66,012**	**553,904**	**57,844**
Polk	363.6	.1510	34.1	10.8	15.6	18.5	30.1	135.1	1,964,351	455,504	157,311	235,789	66,012	553,904	57,844
• Lakeland	63.7	.0264	35.3	13.3	15.3	15.3	35.0	27.0	790,201	147,964	63,811	122,047	23,267	246,081	19,862
• Winter Haven	22.4	.0093	38.7	10.3	14.4	16.1	38.0	9.7	384,814	75,912	35,728	62,791	13,303	109,197	12,309
SUBURBAN TOTAL	277.5	.1153	33.6	10.2	15.8	19.4	28.3	98.4	789,336	231,628	57,772	50,951	29,442	198,626	25,673
MELBOURNE - TITUSVILLE - PALM BAY	**344.9**	**.1432**	**36.1**	**11.3**	**14.3**	**20.3**	**31.2**	**138.7**	**1,991,127**	**356,259**	**179,102**	**274,783**	**91,245**	**549,987**	**109,504**
Brevard	344.9	.1432	36.1	11.3	14.3	20.3	31.2	138.7	1,991,127	356,259	179,102	274,783	91,245	549,987	109,504
• Melbourne	55.5	.0230	34.9	13.5	14.5	18.0	31.9	22.6	625,893	103,177	42,744	96,316	27,391	222,551	16,407
• Palm Bay	37.2	.0154	33.8	11.2	17.8	17.3	30.5	15.1	110,389	26,999	10,781	12,989	5,347	3,674	25,252
• Titusville	39.7	.0165	37.2	10.4	12.6	21.5	31.8	15.6	253,857	58,437	24,501	39,045	7,280	56,794	12,974
SUBURBAN TOTAL	212.5	.0883	36.6	10.9	13.9	21.3	31.1	85.4	1,000,988	167,646	101,076	126,433	51,227	266,968	34,871

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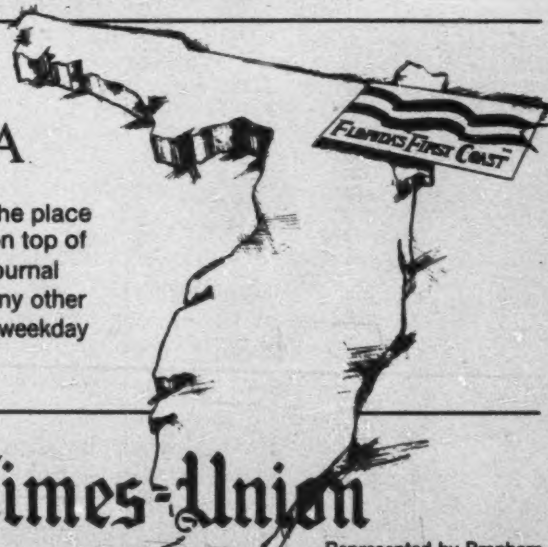

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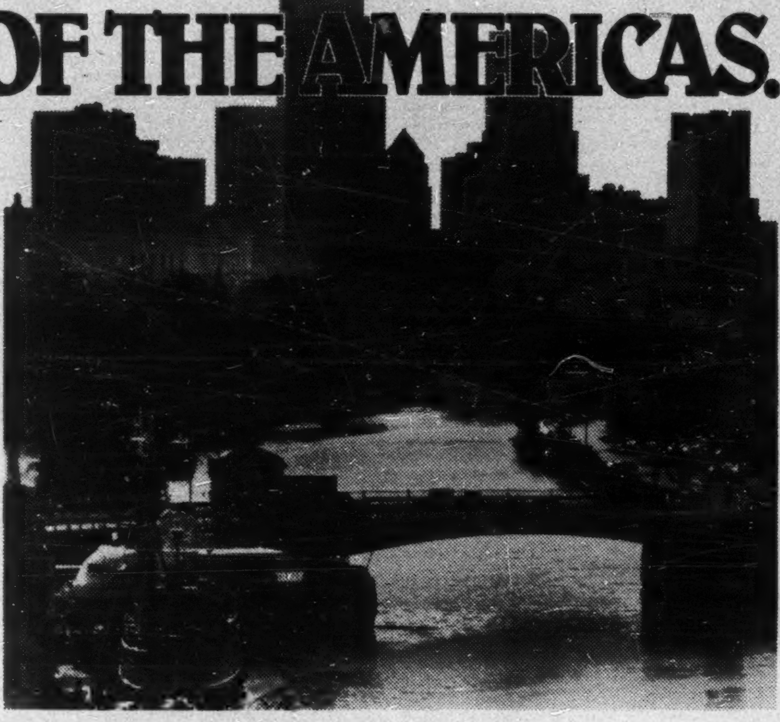

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FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85: Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	RETAIL SALES BY STORE GROUP 1985: Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MIAMI - HIALEAH	**1,771.6**	**.7356**	**36.5**	**10.3**	**15.7**	**19.8**	**32.2**	**665.3**	**12,875,757**	**2,074,813**	**1,106,903**	**1,484,459**	**691,866**	**3,575,005**	**532,013**
Dade	1,771.6	.7356	36.5	10.3	15.7	19.8	32.2	665.3	12,875,757	2,074,813	1,106,903	1,484,459	691,866	3,575,005	532,013
Coral Gables	42.7	.0177	38.0	16.1	14.5	17.7	36.0	16.2	462,389	53,891	40,829	13,267	29,629	183,455	13,355
• Hialeah	165.7	.0688	37.7	11.2	12.4	23.6	30.6	55.5	1,196,547	235,113	71,290	241,081	62,587	187,758	55,282
• Miami	385.9	.1602	39.2	10.1	14.5	20.1	35.7	149.1	3,640,068	455,296	305,438	363,836	228,090	1,116,853	139,033
• Miami Beach	98.9	.0411	65.8	4.5	7.6	10.9	69.3	57.2	496,708	110,629	79,488	30,482	12,612	47,012	54,241
North Miami	44.0	.0183	41.3	10.2	17.4	17.0	40.7	20.3	383,215	101,042	38,928	2,081	32,569	93,098	23,089
SUBURBAN TOTAL	1,121.1	.4655	33.9	10.7	17.2	20.1	28.0	403.5	7,542,434	1,273,775	650,687	849,060	388,577	2,223,382	283,457
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,930.7***	***1.2169***	***37.9***	***9.7***	***15.6***	***18.8***	***35.1***	***1,157.3***	***21,539,334***	***3,556,484***	***2,043,297***	***2,375,542***	***1,248,830***	***6,211,028***	***822,473***
NAPLES	**117.9**	**.0489**	**39.7**	**8.9**	**14.1**	**16.9**	**38.9**	**49.2**	**1,001,954**	**207,598**	**95,042**	**81,141**	**87,486**	**237,121**	**36,083**
Collier	117.9	.0489	39.7	8.9	14.1	16.9	38.9	49.2	1,001,954	207,598	95,042	81,141	87,486	237,121	36,083
• Naples	20.3	.0084	57.7	5.6	8.2	13.8	59.8	9.8	601,203	137,684	61,984	69,757	53,192	104,494	24,446
SUBURBAN TOTAL	97.6	.0405	36.6	9.5	15.4	17.5	34.6	39.4	400,751	69,914	33,058	11,384	34,294	132,627	11,637
OCALA	**167.3**	**.0695**	**37.8**	**8.6**	**13.8**	**17.4**	**36.1**	**65.3**	**1,039,336**	**210,297**	**67,111**	**119,827**	**56,676**	**227,819**	**35,219**
Marion	167.3	.0695	37.8	8.6	13.8	17.4	36.1	65.3	1,039,336	210,297	67,111	119,827	56,676	227,819	35,219

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FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Ocala	45.6	.0189	34.2	9.9	14.1	17.4	31.4	17.5	789,707	131,103	52,536	108,333	48,414	189,262	25,147
SUBURBAN TOTAL	121.7	.0506	39.2	8.2	13.7	17.4	37.9	47.8	249,629	79,194	14,575	11,494	8,262	38,557	10,072
ORLANDO	**864.1**	**.3588**	**32.3**	**12.3**	**17.2**	**19.3**	**26.1**	**324.8**	**6,112,833**	**1,106,309**	**640,045**	**675,915**	**286,129**	**1,797,706**	**144,616**
Orange	551.9	.2291	31.6	13.9	17.3	18.5	25.7	209.5	4,165,679	723,475	437,609	432,389	183,423	1,309,435	97,315
• Orlando	144.5	.0600	30.9	17.6	17.4	15.5	27.3	56.4	1,756,465	226,540	174,024	239,025	86,040	628,488	32,909
Osceola	77.9	.0324	36.8	9.7	14.2	17.9	34.4	30.2	569,572	120,007	78,320	40,131	21,314	164,889	15,608
Seminole	234.3	.0973	32.8	9.4	17.6	21.7	24.5	85.1	1,377,582	262,827	123,916	203,395	81,392	323,382	31,693
SUBURBAN TOTAL	719.6	.2988	32.7	11.3	17.0	20.1	25.9	268.4	4,356,368	879,769	466,021	436,890	200,089	1,169,218	111,707
PANAMA CITY	**114.7**	**.0477**	**31.4**	**12.2**	**16.9**	**19.9**	**24.1**	**43.4**	**747,262**	**112,163**	**96,951**	**89,540**	**34,989**	**225,951**	**21,594**
Bay	114.7	.0477	31.4	12.2	16.9	19.9	24.1	43.4	747,262	112,163	96,951	89,540	34,989	225,951	21,594
• Panama City	35.6	.0148	33.1	11.5	16.1	16.8	30.1	14.6	530,030	58,362	45,113	70,326	27,494	198,004	14,712
SUBURBAN TOTAL	79.1	.0329	30.8	12.4	17.3	21.2	21.4	28.8	217,232	53,801	51,838	19,214	7,495	27,947	6,882
PENSACOLA	**329.4**	**.1368**	**30.6**	**13.2**	**17.2**	**19.6**	**22.7**	**120.3**	**1,733,469**	**360,838**	**163,362**	**269,365**	**81,551**	**450,179**	**41,604**
Escambia	262.7	.1091	30.7	13.4	17.2	19.2	23.4	96.6	1,502,584	293,113	145,106	245,036	73,283	398,804	32,749
• Pensacola	63.7	.0264	33.9	10.9	16.2	18.0	30.2	25.3	530,187	66,480	48,008	59,697	23,818	236,068	11,184
Santa Rosa	66.7	.0277	30.2	12.0	17.2	21.5	20.3	23.7	230,885	67,725	18,256	24,329	8,268	51,375	8,855
SUBURBAN TOTAL	265.7	.1104	29.8	13.7	17.6	20.0	20.9	95.0	1,203,282	294,358	115,354	209,668	57,733	214,111	30,420
SARASOTA	**247.6**	**.1028**	**51.0**	**7.2**	**11.7**	**14.4**	**50.9**	**113.1**	**1,867,828**	**344,005**	**177,091**	**207,068**	**148,616**	**470,588**	**78,869**
Sarasota	247.6	.1028	51.0	7.2	11.7	14.4	50.9	113.1	1,867,828	344,005	177,091	207,068	148,616	470,588	78,869
• Sarasota	53.9	.0224	43.0	10.6	14.2	14.1	44.0	24.7	701,268	123,739	88,165	67,977	50,859	130,588	37,164
SUBURBAN TOTAL	193.7	.0804	53.1	6.3	11.0	14.4	52.9	88.4	1,166,560	220,266	88,926	139,091	97,757	340,000	41,705
TALLAHASSEE	**212.0**	**.0880**	**28.2**	**18.3**	**20.2**	**17.2**	**19.0**	**78.4**	**1,192,448**	**242,466**	**121,971**	**199,996**	**74,732**	**217,442**	**28,900**
Gadsden	43.4	.0180	30.1	10.6	15.5	16.5	25.9	13.5	108,021	33,596	5,104	10,428	3,695	22,721	3,577
Leon	168.6	.0700	27.8	20.3	21.4	17.3	17.3	64.9	1,084,427	208,870	116,867	189,568	71,037	194,721	25,323
• Tallahassee	117.6	.0488	26.6	26.8	20.8	14.2	18.4	46.1	891,837	164,011	102,609	181,557	56,863	143,049	17,670
SUBURBAN TOTAL	94.4	.0392	30.3	7.7	19.6	20.9	19.8	32.3	300,611	78,455	19,362	18,439	17,869	74,393	11,230
TAMPA - ST. PETERSBURG - CLEARWATER	**1,870.0**	**.7765**	**40.1**	**9.3**	**14.3**	**16.4**	**39.7**	**786.6**	**11,518,721**	**2,443,934**	**1,132,154**	**1,362,922**	**668,763**	**2,973,208**	**361,517**
Hernando	72.2	.0300	48.5	6.7	10.3	14.9	48.7	30.3	261,999	84,452	16,014	22,073	11,812	56,606	13,152
Hillsborough	740.1	.3073	32.3	12.1	17.6	19.1	26.2	284.8	4,863,115	1,011,654	454,721	575,997	263,206	1,307,604	137,996
• Tampa	281.2	.1168	34.0	12.0	16.3	17.0	31.5	114.7	2,738,864	425,576	271,958	314,832	163,417	851,951	74,516
Pasco	235.3	.0977	54.1	6.4	10.1	13.2	53.5	100.7	1,130,953	281,230	83,412	120,261	56,319	258,048	44,553
Pinellas	822.4	.3415	46.7	7.9	12.9	14.9	47.1	370.8	5,262,654	1,066,598	578,007	644,591	337,426	1,350,950	165,816
• Clearwater	100.2	.0416	44.8	8.6	13.5	15.8	45.2	44.9	1,421,458	177,121	143,054	221,305	95,121	497,217	33,956
Largo	64.8	.0269	48.7	8.4	13.1	14.2	49.0	30.4	348,019	116,824	28,433	27,514	31,192	42,987	14,858
• St. Petersburg	246.3	.1023	43.3	9.0	13.7	14.9	43.9	109.5	1,534,544	317,318	141,703	241,082	79,505	374,784	45,983
SUBURBAN TOTAL	1,242.3	.5158	40.7	8.8	14.0	16.6	40.3	517.5	5,823,855	1,523,919	575,439	585,103	330,720	1,249,256	207,062
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**730.5**	**.3033**	**41.3**	**8.7**	**14.4**	**16.2**	**41.3**	**311.9**	**5,436,353**	**1,032,966**	**533,508**	**597,852**	**364,986**	**1,455,377**	**195,774**
Palm Beach	730.5	.3033	41.3	8.7	14.4	16.2	41.3	311.9	5,436,353	1,032,966	533,508	597,852	364,986	1,455,377	195,774

On which side of the bay

Photo location courtesy Arthur Rutenberg Homes

THE TAMPA TRIBUNE
Rodino
rapped
Waiting in vain

is your bread buttered?

The Tampa Tribune serves appetizing demographics daily and Sunday. Your advertising profits from the Tribune's elegant presentation of the basic ingredients of sophisticated selling.

The Tampa Bay market — Florida's number one market in terms of population, households and effective buying income,serves you prospects on a silver platter.

The Tampa Tribune's readership represents a gourmet palate to the astute media buyer, offering more 25-54 year old readers, more readers in top level occupations, more households with children, more new car buyers, home computer owners and more households with $50,000+ annual incomes than any daily newspaper combination in the market.

The upper crust of the Tampa Bay market reads The Tampa Tribune. Without it, your media strategy is only half-baked.

For a wealth of detailed market information, contact Joe Gess, Tampa Tribune General Advertising Manager, at (813) 272-7447, or contact your nearest Sawyer-Ferguson-Walker office.

THE TAMPA TRIBUNE

A Media General Newspaper
Member of the Gannett 4-Color Network

The Tampa Bay market consists of Hillsborough, Pasco, Hernando and Pinellas counties. Statistical sources: S&MM 1986 SURVEY OF BUYING POWER®, Simmons-Scarborough National Newspaper Rating Study, 1985.

FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Boca Raton	55.3	.0242	43.0	9.6	12.7	18.7	42.2	25.0	564,125	121,195	86,387	40,763	66,542	25,152	32,684
• Delray Beach	44.8	.0186	49.6	7.8	12.3	13.3	49.6	20.3	644,357	77,567	39,843	19,762	22,513	381,198	12,353
• West Palm Beach	68.9	.0286	37.9	10.9	16.1	16.0	37.3	30.3	1,123,224	107,574	80,941	213,518	86,128	438,126	26,343
SUBURBAN TOTAL	558.5	.2319	41.1	8.5	14.5	16.1	41.1	236.3	3,104,647	726,630	326,337	323,809	189,803	610,901	124,394
OTHER COUNTIES															
Baker	18.2	.0075	29.4	11.8	16.8	20.0	20.6	5.2	34,913	12,494	2,456	2,094	1,298	4,801	1,577
Calhoun	9.8	.0041	34.4	8.9	13.7	18.2	31.0	3.4	33,592	9,144	810	2,133	691	11,042	1,819
Charlotte	80.5	.0334	57.4	5.5	8.8	12.1	59.3	36.2	430,376	99,694	32,432	21,065	28,093	123,045	21,281
Citrus	78.3	.0325	53.3	5.9	9.7	14.0	53.2	33.9	328,595	87,807	18,797	21,087	12,447	74,066	12,604
Columbia	40.5	.0169	31.2	10.9	15.9	19.4	24.6	14.5	230,959	54,156	22,445	17,239	7,654	51,638	7,813
De Soto	21.6	.0089	34.7	10.9	14.4	17.5	32.1	7.5	107,028	29,882	7,066	19,306	2,212	15,509	4,818
Dixie	9.0	.0038	33.9	9.3	15.5	19.7	28.7	3.2	33,239	9,603	1,693	4,238	403	4,978	962
Flagler	16.4	.0068	39.8	13.3	12.2	13.9	40.9	6.6	45,572	15,170	3,604	403	1,854	13,012	325
Franklin	8.1	.0034	34.4	9.3	13.2	18.8	30.5	3.0	25,287	8,837	3,162	1,274	314	2,444	729
Gilchrist	7.4	.0031	31.7	13.3	12.2	19.9	26.1	2.5	12,608	4,877	1,543	840	99	200	500
Glades	7.3	.0030	37.1	8.3	12.7	17.5	35.1	2.7	8,746	4,855	902	966	193	204	120
Gulf	10.9	.0045	33.4	9.9	13.7	19.6	28.2	3.8	30,040	12,334	1,456	2,324	1,489	3,882	1,864
Hamilton	9.1	.0038	30.0	9.9	15.4	16.0	26.2	3.3	35,675	10,646	1,989	906	830	3,412	1,123
Hardee	20.8	.0086	30.7	10.0	15.4	17.1	26.3	7.0	87,875	32,741	2,437	4,955	2,114	11,902	5,601
Hendry	22.1	.0092	29.8	10.0	15.8	19.4	22.3	7.4	122,476	43,867	8,111	6,422	1,806	32,326	2,897
Highlands	58.4	.0242	45.4	8.0	11.2	14.6	46.1	24.2	265,016	72,841	20,665	16,790	15,298	68,522	15,468
Holmes	16.2	.0068	35.2	9.0	13.4	19.6	30.8	6.0	34,893	10,646	4,734	1,486	1,400	7,981	1,086
Indian River	78.5	.0326	40.9	8.9	13.2	16.4	40.6	32.2	473,849	105,022	42,217	39,901	28,959	106,673	26,298
Jackson	41.4	.0172	32.6	11.6	14.5	17.5	29.1	14.5	151,662	32,679	6,793	13,992	4,089	51,161	5,715
Jefferson	11.5	.0047	31.1	9.8	15.4	16.0	28.0	3.9	36,419	14,236	650	5,076	1,287	2,383	1,308
Lafayette	4.4	.0019	32.1	9.4	15.4	18.4	27.1	1.5	8,018	3,372	612		447	825	197
Lake	127.7	.0530	44.1	7.5	11.7	15.8	44.4	52.8	702,575	151,150	46,526	68,585	35,157	213,351	25,329
Levy	24.6	.0102	36.4	8.7	13.9	17.7	34.1	9.3	72,348	25,835	6,271	3,823	2,853	12,252	3,699
Liberty	4.6	.0019	32.8	10.7	14.7	18.6	28.1	1.5	7,060	3,719	558		402	255	172
Madison	15.3	.0063	32.2	9.9	13.3	16.4	29.9	5.1	59,881	17,347	3,118	6,658	2,836	8,222	6,049
Monroe	70.6	.0293	36.9	11.1	18.4	18.5	33.9	31.3	471,864	109,382	75,743	51,903	19,016	71,530	19,611
Okeechobee	25.7	.0107	32.3	9.6	14.4	18.4	27.8	9.4	150,312	50,637	16,551	12,648	5,053	19,442	7,445
Putnam	59.1	.0245	35.9	9.1	13.5	17.2	34.0	22.4	250,450	60,219	16,526	29,500	12,152	61,338	8,320
Sumter	29.1	.0121	36.8	10.9	12.3	17.1	35.2	10.8	127,655	31,959	11,759	6,132	1,955	8,726	3,824
Suwannee	25.5	.0106	33.6	8.9	14.4	18.2	29.8	9.3	109,283	34,188	5,611	7,369	4,698	29,926	9,110
Taylor	17.7	.0073	32.2	10.3	15.6	17.8	27.8	6.6	69,001	17,432	5,837	6,084	2,453	18,354	2,455
Union	11.2	.0047	30.5	14.9	30.1	20.9	15.6	2.3	16,858	4,447	731		91	2,617	849
Wakulla	13.6	.0056	31.3	9.0	17.5	18.7	24.9	4.8	19,340	8,462	3,310	1,468	1,250	2,061	234
Walton	25.5	.0106	37.5	9.0	13.2	18.2	34.8	10.1	79,238	25,378	4,815	6,917	3,045	12,968	2,146
Washington	16.0	.0067	36.0	8.4	12.9	18.7	32.7	6.2	47,079	17,325	5,968	5,818	1,083	1,532	2,821
TOTAL METRO COUNTIES	**10,398.6**	**4.3178**	**36.5**	**10.5**	**15.5**	**17.7**	**34.2**	**4,155.8**	**69,036,201**	**12,978,300**	**6,624,353**	**7,883,051**	**3,893,750**	**18,814,602**	**2,397,957**
TOTAL STATE	**11,435.2**	**4.7482**	**36.7**	**10.4**	**15.3**	**17.8**	**34.4**	**4,560.2**	**73,755,983**	**14,210,683**	**7,012,351**	**8,272,453**	**4,098,771**	**19,867,182**	**2,604,126**

FLA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BRADENTON	**2,064,030**	**20,567**	**29.3**	**28.6**	**12.2**	**10.7**	**.0775**
Manatee	2,064,030	20,567	29.3	28.6	12.2	10.7	.0775
• Bradenton	411,293	19,687	27.6	27.2	12.6	9.5	.0184
SUBURBAN TOTAL	1,652,737	20,778	29.7	28.9	12.1	11.1	.0591
DAYTONA BEACH	**3,500,364**	**19,389**	**29.7**	**26.4**	**11.9**	**10.3**	**.1287**
Volusia	3,500,364	19,389	29.7	26.4	11.9	10.3	.1287
• Daytona Beach	588,119	16,230	29.8	23.3	9.4	7.6	.0312
SUBURBAN TOTAL	2,912,245	20,210	29.9	27.1	12.4	11.0	.0975

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**16,237,183**	**25,015**	**24.1**	**27.4**	**16.0**	**17.3**	**.5724**
Broward	16,237,183	25,015	24.1	27.4	16.0	17.3	.5724
• Fort Lauderdale	2,373,216	22,654	25.4	26.1	12.7	17.1	.1015
• Hollywood	1,765,218	23,411	24.8	25.6	14.5	16.8	.0700
Plantation	890,702	37,559	15.4	23.4	19.9	33.8	.0338
• Pompano Beach	1,124,482	25,298	23.4	27.6	15.4	18.5	.0430
SUBURBAN TOTAL	10,974,267	25,775	23.7	28.1	17.0	17.2	.3579

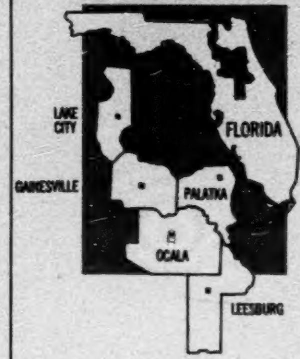
YOU NEED BOTH!

for complete coverage of the ORLANDO/DAYTONA BEACH ADI
buy the Daytona Beach News-Journal

THE ORLANDO SENTINEL CANNOT COVER THE IMPORTANT DAYTONA BEACH SEGMENT OF THE ADI
YOU NEED BOTH PAPERS FOR EFFECTIVE REACH!

Represented Nationally By: SAWYER-FERGUSON-WALKER COMPANY, INC.

TOP 100 SALES POWER/CENTRAL FLORIDA GOLDEN MARKETS



The Central Florida Golden Markets group consists of 5 New York Times newspapers: **Gainesville Sun, Ocala Star-Banner, Leesburg/Commercial, Palatka Daily News**, and **Lake City Reporter**. The combined market ranks effectively in the Top 100 U.S. metro markets and is over twice as large as Daytona Beach.

One ad run in this group buy will reach 1 of 2 households in a market that grossed $3.4-billion in total retail sales in 1985. The 5-contiguous-county market can be bought at a discount through a one-order, one-bill system.

Central Florida Golden Markets

Estimated buying income	**$5.7-Billion**	Furniture/furnish./appl.	**$161-Million**
Total retail sales	**$3.4-Billion**	Auto sales	**$837-Million**
Food sales	**$736-Million**	Drug sales	**$103-Million**
General merchandise	**$377-Million**	Eating & drinking sales	**$273-Million**

Gainesville Sun
904-378-1411
Ocala Star-Banner
904-629-0011
Leesburg Commercial
904-787-4515
Palatka Daily News
904-328-2721
Lake City Reporter
904-752-1297

Represented nationally by:
Branham/Newspaper Sales
New York 212-490-1200
Atlanta 404-233-6708

Publishers' Representatives of Florida, Inc.
Tampa 813-879-8299
Jacksonville 904-398-5813

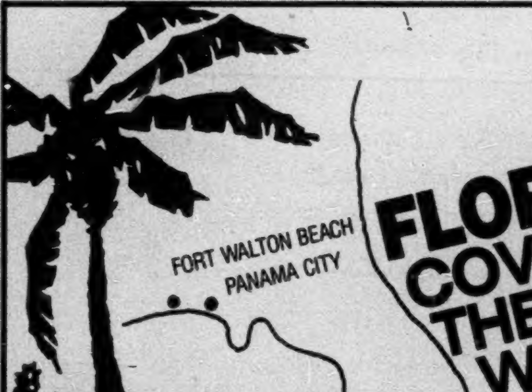
NYT
THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

Source: Sales & Marketing Management, 1986 Survey of Buying Power.

FLA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
FORT MYERS - CAPE CORAL	**3,215,893**	**21,255**	**29.3**	**28.5**	**13.4**	**11.4**	**.1173**
Lee	3,215,893	21,255	29.3	28.5	13.4	11.4	.1173
• Cape Coral	622,400	24,909	26.6	30.4	18.1	13.1	.0187
• Fort Myers	404,588	17,206	30.2	25.3	9.7	8.1	.0293
SUBURBAN TOTAL	2,188,905	21,248	29.8	28.8	13.0	11.6	.0693
FORT PIERCE	**2,090,458**	**19,412**	**28.7**	**27.3**	**12.0**	**9.2**	**.0813**
Martin	987,988	20,737	27.7	27.7	12.9	11.2	.0360
St. Lucie	1,102,470	18,465	29.5	26.9	11.3	7.6	.0453
• Fort Pierce	301,453	14,331	29.0	21.5	8.3	5.5	.0210
SUBURBAN TOTAL	1,789,005	20,538	28.6	28.5	12.9	10.0	.0603
FORT WALTON BEACH	**1,428,138**	**22,475**	**28.1**	**28.1**	**15.4**	**12.5**	**.0549**
Okaloosa	1,428,138	22,475	28.1	28.1	15.4	12.5	.0549
• Fort Walton Beach	265,393	25,310	24.8	27.8	17.3	15.8	.0157
SUBURBAN TOTAL	1,162,745	21,996	28.8	28.1	15.0	11.9	.0392



FLORIDA GULF DAILIES COVER THE BEST OF THE FLORIDA PANHANDLE WITH 67% COVERAGE

With one order-one-bill- at a discount, you can buy the combined circulation (61,500 daily; 70,800 Sunday) of the Panama City News Herald and Fort Walton Beach Daily News in one of Florida's fastest growing markets.

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

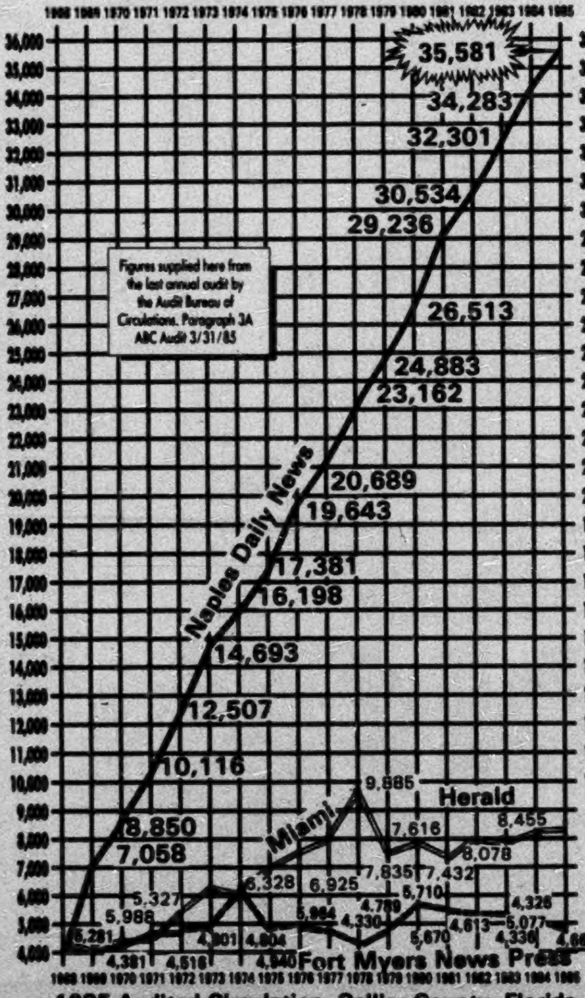
FLA. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
GAINESVILLE	**1,968,202**	**19,091**	**25.3**	**23.6**	**13.0**	**11.6**	**.0763**
Alachua	1,797,809	19,378	25.2	23.3	13.3	12.2	.0694
• Gainesville	895,097	19,586	25.4	23.3	13.1	12.9	.0391
Bradford	170,393	16,969	27.2	26.0	10.5	6.4	.0069
SUBURBAN TOTAL	1,073,105	18,760	25.3	23.8	12.9	10.7	.0372
JACKSONVILLE	**9,111,850**	**22,699**	**24.0**	**27.0**	**15.4**	**13.5**	**.3337**
Clay	900,671	27,366	21.2	27.8	20.1	16.2	.0316
Duval	7,066,395	22,382	24.0	27.0	15.0	13.3	.2618
• Jacksonville	6,606,682	22,271	24.1	26.7	15.1	13.1	.2461
Nassau	368,896	22,764	22.8	30.5	15.4	9.8	.0135
St. Johns	775,888	21,454	27.0	26.1	13.6	13.7	.0268
SUBURBAN TOTAL	2,505,168	23,921	23.7	27.7	16.1	14.6	.0876
LAKELAND - WINTER HAVEN	**3,532,084**	**19,647**	**28.2**	**28.2**	**12.5**	**8.4**	**.1355**
Polk	3,532,084	19,647	28.2	28.2	12.5	8.4	.1355
• Lakeland	680,886	18,490	28.4	26.3	11.8	8.1	.0344
• Winter Haven	241,462	17,758	29.1	24.3	11.3	9.1	.0144
SUBURBAN TOTAL	2,609,736	20,122	28.1	29.1	12.8	8.4	.0867
MELBOURNE - TITUSVILLE - PALM BAY	**3,849,764**	**22,239**	**26.9**	**28.4**	**16.0**	**10.7**	**.1402**
Brevard	3,849,764	22,239	26.9	28.4	16.0	10.7	.1402
• Melbourne	547,304	19,436	29.7	29.2	13.3	6.1	.0278
• Palm Bay	400,694	22,689	27.6	35.4	14.6	8.1	.0126
• Titusville	420,186	21,819	25.2	27.4	16.2	10.3	.0163
SUBURBAN TOTAL	2,481,580	23,102	26.4	27.2	16.9	12.4	.0835
MIAMI - HIALEAH	**20,317,285**	**22,152**	**23.3**	**25.3**	**13.9**	**15.4**	**.7867**
Dade	20,317,285	22,152	23.3	25.3	13.9	15.4	.7867
Coral Gables	765,466	30,846	19.1	21.0	13.3	31.7	.0272
• Hialeah	1,530,135	22,934	24.1	30.1	15.6	11.3	.0668
• Miami	3,555,439	16,238	26.9	22.5	9.5	9.0	.1738
• Miami Beach	1,332,989	12,665	27.6	15.3	6.4	10.3	.0427
North Miami	603,255	22,496	26.2	28.6	14.3	13.0	.0227
SUBURBAN TOTAL	13,898,722	26,360	21.4	26.9	16.3	19.0	.5034
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***36,554,468***	***23,390***	***23.7***	***26.1***	***14.8***	***16.2***	***1.3591***
NAPLES	**1,479,335**	**20,601**	**27.0**	**26.3**	**11.3**	**13.8**	**.0577**
Collier	1,479,335	20,601	27.0	26.3	11.3	13.8	.0577
• Naples	421,302	28,054	21.9	23.1	14.2	26.6	.0221
SUBURBAN TOTAL	1,058,033	19,325	28.3	27.1	10.5	10.6	.0356

THE NATION'S 2ND *FASTEST* GROWING METRO MARKET...

Naples Daily News
Member Audit Bureau of Circulation
Setting the pace for the nation's fastest growing retail market.



1985 Audited Circulation, Collier County, Florida

NAPLES FLORIDA!

The Naples, Florida market experienced a gain of almost 15% in Total Retail Sales* in 1985. With our 105% penetration of our primary market Sunday and 87% daily**, the Naples Daily News offers dominant coverage of this exciting, affluent market with virtually no overlap in demographics or circulation.

* FAS-FAX 3/31/85
** Editor & Publisher 1985 Market guide

(813) 263-4730
Naples Daily News
1075 Central Ave. Naples, Fl 33940

Source: Sales & Marketing Management, 1986 Survey of Buying Power.

STYLE, SUBSTANCE & SALES POWER

FLORIDA
TAMPA
LAKELAND
ST. PETERSBURG
SARASOTA

The Tampa/St. Petersburg/Sarasota/Lakeland market is an advertiser's dream. It's a major business, financial and cultural center, vacation hotspot and affluent retirement community. Full coverage requires buying the Sarasota/Lakeland market not reached by Tampa and St. Petersburg newspapers.

The **Sarasota Herald-Tribune** and **The Ledger** (Lakeland) provide coverage of the 3rd and 4th largest counties in the market which represented $6.7-billion in income and $3.8-billion in retail sales in 1985. Your ad run in these two newspapers can be bought at a group discount.

Sarasota Herald-Tribune
813-953-7755

The Ledger
813-687-7000

Represented nationally by:
Cresmer, Woodward, O'Mara & Ormsbee, Inc.
New York 212-949-6400
Atlanta 404-256-7893

Publishers' Representatives of Florida, Inc.
Tampa 813-879-8299
Jacksonville 904-398-5813

NYT
THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

FLA. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OCALA	**1,476,713**	**16,506**	**32.9**	**25.3**	**8.1**	**6.6**	**.0625**
Marion	1,476,713	16,506	32.9	25.3	8.1	6.6	.0625
• Ocala	418,968	16,523	30.2	23.6	9.1	8.3	.0283
SUBURBAN TOTAL	1,057,745	16,500	33.9	25.9	7.8	5.9	.0342
ORLANDO	**9,981,357**	**23,519**	**25.0**	**28.0**	**15.6**	**14.3**	**.3815**
Orange	6,496,043	23,399	25.0	28.3	15.0	14.5	.2514
• Orlando	1,657,483	20,306	26.8	26.3	12.7	11.7	.0794
Osceola	705,999	17,956	31.9	27.4	10.5	6.6	.0313
Seminole	2,779,315	26,596	22.4	27.7	18.7	16.6	.0988
SUBURBAN TOTAL	8,323,874	24,232	24.6	28.5	16.2	14.8	.3021
PANAMA CITY	**959,590**	**16,725**	**31.6**	**25.2**	**10.0**	**5.8**	**.0427**
Bay	959,590	16,725	31.6	25.2	10.0	5.8	.0427
• Panama City	295,738	14,687	30.0	22.3	9.0	5.0	.0196
SUBURBAN TOTAL	663,852	17,642	32.5	26.6	10.6	6.1	.0231
PENSACOLA	**3,528,386**	**22,644**	**24.0**	**27.2**	**15.6**	**13.1**	**.1276**
Escambia	2,826,862	22,509	24.1	27.2	15.4	13.0	.1046
• Pensacola	747,413	22,034	22.7	25.1	14.7	14.5	.0300
Santa Rosa	701,524	23,215	23.2	27.4	16.0	13.5	.0230
SUBURBAN TOTAL	2,780,973	22,791	24.3	27.7	15.8	12.7	.0976

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SARASOTA	**3,222,036**	**21,267**	**28.7**	**28.6**	**12.7**	**12.0**	**.1182**
Sarasota	3,222,036	21,267	28.7	28.6	12.7	12.0	.1182
• Sarasota	657,119	18,395	30.0	25.5	10.1	10.3	.0313
SUBURBAN TOTAL	2,564,917	22,043	28.4	29.5	13.4	12.5	.0869
TALLAHASSEE	**2,195,954**	**20,148**	**25.0**	**24.0**	**13.8**	**12.6**	**.0827**
Gadsden	262,122	14,362	28.6	22.7	8.4	3.9	.0107
Leon	1,933,832	21,641	24.3	24.2	15.0	14.4	.0720
• Tallahassee	1,284,623	18,831	25.8	22.0	12.1	13.4	.0519
SUBURBAN TOTAL	911,331	21,774	24.0	26.5	16.3	11.5	.0308
TAMPA - ST. PETERSBURG - CLEARWATER	**21,929,640**	**20,814**	**28.4**	**27.1**	**13.2**	**11.7**	**.7945**
Hernando	657,394	17,140	36.2	27.6	8.6	4.9	.0233
Hillsborough	8,358,682	22,584	24.3	27.0	15.3	13.3	.3153
• Tampa	3,025,213	18,850	26.6	24.9	12.3	10.3	.1363
Pasco	2,347,639	17,929	35.6	27.6	9.2	6.7	.0857
Pinellas	10,565,725	20,966	29.0	26.9	13.1	12.4	.3702
• Clearwater	1,381,887	22,610	28.3	26.7	14.4	14.9	.0636
Largo	839,557	21,719	30.6	30.0	14.1	10.7	.0279
• St. Petersburg	2,857,074	18,425	29.8	24.4	11.4	10.4	.1045
SUBURBAN TOTAL	14,665,466	21,538	28.4	28.2	13.7	12.0	.4901

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(See page B-26)

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Sources: Sales & Marketing Management, Survey of Buying Power, 1985; ABC, June 30, 1985.

FLA. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**10,851,533**	**25,640**	**22.8**	**26.6**	**16.0**	**18.8**	**.3713**
Palm Beach	10,851,533	25,640	22.8	26.6	16.0	18.8	.3713
• Boca Raton	1,144,450	33,708	17.4	25.1	17.6	30.3	.0374
• Delray Beach	700,573	25,183	23.5	27.4	15.4	18.5	.0301
• West Palm Beach	878,033	20,627	25.7	25.1	13.3	12.9	.0456
SUBURBAN TOTAL	8,128,477	25,594	22.9	26.8	16.2	18.4	.2582
OTHER COUNTIES							
Baker	126,167	19,365	29.4	31.8	11.7	4.8	.0045
Calhoun	61,706	13,487	29.7	23.6	8.1	3.5	.0027
Charlotte	912,514	18,746	33.1	26.7	11.2	8.5	.0322
Citrus	759,799	16,605	35.1	25.0	8.9	6.4	.0272
Columbia	356,368	18,840	26.2	27.4	12.6	7.3	.0147
De Soto	166,258	16,009	32.5	25.2	6.7	6.9	.0071
Dixie	66,269	14,078	32.9	19.4	6.8	6.3	.0027
Flagler	160,966	19,423	29.5	30.0	10.3	8.1	.0053
Franklin	58,778	13,830	29.8	22.0	7.9	4.8	.0021
Gilchrist	50,862	15,119	30.3	24.7	9.6	4.0	.0018
Glades	55,628	16,022	34.0	23.7	10.3	4.3	.0018
Gulf	88,277	18,970	23.4	27.1	14.3	6.8	.0032
Hamilton	65,295	15,155	27.9	23.4	8.3	4.8	.0026
Hardee	122,874	12,674	31.6	20.7	5.4	3.7	.0058
Hendry	190,746	19,982	25.2	29.2	11.5	9.2	.0080
Highlands	551,882	16,398	32.5	24.7	8.2	7.3	.0204
Holmes	124,838	15,126	28.5	24.5	7.8	5.2	.0042
Indian River	943,191	20,508	28.4	26.8	12.4	12.0	.0337
Jackson	310,973	15,456	28.8	23.8	8.8	5.7	.0122
Jefferson	83,172	14,305	28.2	20.8	8.2	7.7	.0031
Lafayette	32,306	16,327	29.2	25.7	8.1	5.7	.0012
Lake	1,307,144	18,149	32.9	25.8	10.2	8.8	.0490
Levy	195,406	15,574	32.3	24.1	7.5	5.2	.0071
Liberty	34,170	16,558	30.6	21.6	11.9	7.3	.0012
Madison	102,316	15,441	27.8	22.8	7.5	6.8	.0042
Monroe	895,421	20,227	29.2	26.0	11.9	12.7	.0320
Okeechobee	196,833	15,251	33.7	23.3	8.1	4.8	.0089
Putnam	553,727	17,984	27.5	24.9	11.3	9.3	.0201
Sumter	226,207	15,197	31.3	24.4	8.0	4.6	.0092
Suwannee	210,859	16,897	29.3	24.1	11.0	7.2	.0083
Taylor	164,514	18,046	23.1	22.6	13.6	10.6	.0057
Union	68,327	19,245	24.5	33.4	9.7	5.2	.0026
Wakulla	108,690	17,810	29.0	26.6	11.8	6.2	.0036
Walton	226,665	16,707	28.0	24.2	9.9	8.1	.0078
Washington	127,106	15,646	28.6	24.6	8.4	5.7	.0046
TOTAL METRO COUNTIES	**122,939,795**	**21,974**	**25.9**	**26.9**	**14.1**	**13.5**	**4.5432**
TOTAL STATE	**132,648,049**	**21,534**	**26.4**	**26.7**	**13.8**	**13.0**	**4.9040**

GEORGIA

GA.

S&MM ESTIMATES

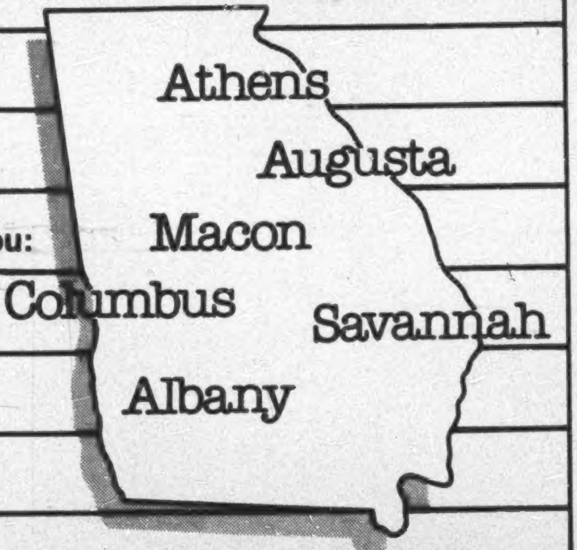
POPULATION—12/31/85

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ALBANY	**118.2**	**.0490**	**28.0**	**12.7**	**18.6**	**18.5**	**19.1**	**39.5**
Dougherty	103.2	.0428	28.0	12.9	18.2	17.9	19.3	34.8
• Albany	85.1	.0353	28.1	12.7	18.4	16.4	20.9	29.0
Lee	15.0	.0062	28.3	11.8	20.1	19.1	17.5	4.7
SUBURBAN TOTAL	33.1	.0137	27.9	12.7	19.2	22.1	14.2	10.5
ATHENS	**139.8**	**.0579**	**28.7**	**18.8**	**18.8**	**17.5**	**20.7**	**50.9**
Clarke	76.5	.0317	26.6	25.8	19.6	15.1	18.6	28.9
• Athens	42.5	.0176	25.3	32.8	17.6	11.2	21.8	15.9
Jackson	27.7	.0115	32.2	10.4	16.3	20.1	25.4	9.6
Madison	20.3	.0084	31.4	9.9	17.9	20.2	23.3	7.1
Oconee	15.3	.0063	30.3	10.8	20.4	21.1	19.4	5.3
SUBURBAN TOTAL	97.3	.0403	30.0	12.7	19.3	20.2	20.2	35.0

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY	**713,651**	**142,838**	**61,439**	**100,912**	**36,138**	**173,822**	**16,991**
Dougherty	706,100	138,110	60,699	100,912	35,517	173,448	16,028
• Albany	691,145	133,495	59,679	99,637	35,207	172,123	15,912
Lee	9,551	4,728	740		621	374	963
SUBURBAN TOTAL	24,506	9,343	1,760	1,275	931	1,699	1,079
ATHENS	**793,108**	**170,945**	**77,221**	**120,408**	**29,847**	**169,223**	**31,276**
Clarke	639,995	116,118	67,867	114,687	24,697	136,629	24,574
• Athens	456,910	91,152	58,312	54,610	19,535	79,567	20,979
Jackson	105,414	29,785	5,593	5,526	3,299	27,901	5,619
Madison	17,586	9,029	1,253	195	424	3,095	504
Oconee	30,113	16,011	2,508		1,427	1,598	579
SUBURBAN TOTAL	326,198	79,791	18,405	65,798	10,312	89,656	10,297

GA. (cont.) S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ATLANTA	**2,460.7**	**1.0220**	**30.6**	**11.3**	**20.4**	**21.3**	**19.7**	**902.7**	**17,418,814**	**3,002,802**	**1,815,366**	**2,182,364**	**817,279**	**4,348,536**	**507,443**
Barrow	24.6	.0102	31.8	10.2	16.3	19.2	25.6	8.6	117,244	24,904	6,168	4,147	1,515	39,616	4,938
Butts	15.2	.0063	30.4	13.6	17.7	18.0	23.8	4.5	30,424	11,599	1,277	1,209	1,272	2,725	1,293
Cherokee	66.1	.0275	29.9	9.8	21.0	20.5	18.7	22.1	182,578	57,933	14,225	6,050	4,761	36,208	9,630
Clayton	170.7	.0709	28.7	11.9	21.3	22.2	14.3	59.5	1,341,149	235,681	92,984	247,370	44,887	364,918	42,444
Cobb	373.6	.1551	30.5	11.1	22.1	23.4	16.7	140.8	2,735,076	454,611	215,119	427,497	116,703	747,075	68,465
• Marietta	40.9	.0170	30.7	15.7	23.3	16.9	23.0	17.9	802,802	122,360	78,130	49,591	38,231	286,855	23,976
Coweta	44.2	.0183	31.9	9.6	16.5	20.0	24.9	15.4	184,546	42,955	10,146	14,292	7,434	57,728	7,706
De Kalb	514.7	.2137	30.8	12.5	20.7	21.4	19.8	192.9	4,618,030	704,480	412,141	595,925	209,284	1,379,960	107,157
Douglas	68.5	.0285	29.3	9.4	20.3	21.8	16.7	22.0	288,031	80,052	22,440	13,317	14,325	81,428	10,825
Fayette	43.6	.0181	31.6	7.3	18.7	26.6	17.1	14.6	125,464	43,201	9,166	361	3,890	15,736	9,078
Forsyth	35.3	.0147	30.9	10.1	18.2	21.4	21.2	12.4	109,288	23,772	12,171	4,503	7,294	27,201	4,049
Fulton	611.2	.2538	31.3	12.6	20.1	18.9	23.5	242.0	5,536,503	806,591	856,702	699,410	271,742	1,073,959	160,897
• Atlanta	437.7	.1817	30.8	13.7	19.8	17.5	24.3	173.0	3,680,990	488,030	569,855	560,706	159,125	676,930	100,756
Gwinnett	244.2	.1014	29.7	9.4	23.2	23.4	14.4	84.6	1,178,695	261,611	101,127	100,967	98,466	252,361	42,213
Henry	45.5	.0189	31.3	9.9	18.0	20.9	22.4	15.2	113,649	27,577	7,877	1,872	1,445	28,910	4,646
Newton	39.2	.0163	30.8	10.7	16.0	19.7	23.5	13.0	136,026	42,805	8,106	7,999	4,364	28,892	7,317
Paulding	30.8	.0128	30.3	10.1	18.4	20.4	20.9	10.7	69,478	15,032	3,207	1,942	640	35,034	3,446
Rockdale	46.8	.0195	30.9	9.0	17.8	23.7	19.0	15.3	256,295	60,220	14,938	23,472	11,304	82,549	8,168
Spalding	51.5	.0214	31.7	10.0	16.4	19.6	24.9	17.6	298,633	76,060	20,671	27,276	14,329	70,577	8,785
Walton	35.0	.0146	31.2	9.8	15.9	19.8	24.2	11.5	97,705	33,718	6,901	4,755	3,624	23,659	6,386
SUBURBAN TOTAL	1,982.1	.8233	30.5	10.7	20.7	22.2	18.5	711.8	12,935,022	2,392,412	1,167,381	1,572,067	619,923	3,384,751	382,711
AUGUSTA	**378.7**	**.1571**	**29.9**	**13.0**	**18.1**	**18.9**	**21.8**	**133.3**	**1,921,039**	**387,274**	**161,199**	**248,204**	**95,201**	**464,166**	**70,889**
Columbia	53.1	.0220	29.1	10.5	20.5	22.2	15.7	18.1	125,334	37,989	6,994	19,309	9,186	12,222	5,033
McDuffie	19.9	.0083	30.9	10.6	16.4	18.9	24.4	7.0	109,751	26,071	7,530	6,672	3,795	19,141	4,753
Richmond	190.7	.0791	29.1	15.3	18.7	17.7	21.4	65.1	1,175,947	192,620	112,264	162,714	70,652	318,593	36,614
• Augusta	46.4	.0193	35.0	12.1	15.3	14.0	36.0	19.5	394,844	73,209	36,572	17,195	22,928	122,830	21,148
Aiken, S. C.	*115.0*	*.0477*	*31.5*	*10.7*	*16.7*	*19.5*	*24.7*	*43.1*	*510,007*	*130,594*	*34,411*	*59,509*	*11,668*	*114,210*	*24,489*
SUBURBAN TOTAL	332.3	.1378	29.3	13.1	18.5	19.6	19.8	113.8	1,526,195	314,065	124,627	231,009	72,373	341,336	49,741
COLUMBUS	**242.8**	**.1009**	**28.9**	**15.6**	**17.9**	**17.3**	**21.7**	**82.3**	**1,232,143**	**216,007**	**104,577**	**165,829**	**78,117**	**343,936**	**35,371**
Chattahoochee	21.2	.0088	22.6	39.6	24.1	10.1	2.1	3.0	3,477	1,140	1,676				
Muscogee	173.1	.0719	29.8	13.9	17.7	18.0	22.9	61.7	1,086,846	162,571	90,591	148,083	76,241	326,743	28,507
• Columbus	172.2	.0715	29.8	13.9	17.8	17.9	22.9	61.1	1,086,846	162,571	90,591	148,083	76,241	326,743	28,507
Russell, Ala.	*48.5*	*.0202*	*31.3*	*11.2*	*15.8*	*18.4*	*25.8*	*17.6*	*141,820*	*52,296*	*12,310*	*17,746*	*1,876*	*17,193*	*6,864*
SUBURBAN TOTAL	70.6	.0294	26.6	19.7	18.3	15.9	18.8	21.2	145,297	53,436	13,986	17,746	1,876	17,193	6,864



The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,376,100 Population
- 478,400 Households
- $12,762,555,000 Effective Buying Income
- $6,954,283,000 Retail Sales
- $1,388,081,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1986

GA. (cont.)

S&MM ESTIMATES[1]

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MACON - WARNER ROBINS	**279.5**	**.1160**	**30.5**	**12.1**	**17.3**	**19.5**	**22.7**	**98.7**	**1,624,903**	**324,654**	**129,507**	**213,922**	**79,262**	**457,358**	**51,331**
Bibb	155.2	.0648	31.4	11.7	17.3	18.0	25.8	56.5	1,075,915	187,263	93,656	163,009	63,050	280,996	34,249
• Macon	120.5	.0500	31.6	12.2	16.9	16.7	27.5	44.9	1,009,473	178,162	88,026	157,136	60,948	273,141	34,771
Houston	83.3	.0346	29.1	12.7	17.9	22.0	17.5	28.6	455,272	109,674	30,483	46,734	13,910	154,729	11,507
• Warner Robins	44.3	.0184	29.3	12.8	17.9	22.1	17.7	15.9	355,584	84,758	21,716	40,855	10,974	128,166	9,235
Jones	19.5	.0081	30.6	10.2	18.0	20.7	21.4	6.5	15,339	6,843	305		1,177	804	2,766
Peach	20.5	.0085	28.8	14.4	16.1	18.8	21.3	7.1	78,377	20,874	5,063	4,179	1,125	20,829	2,809
SUBURBAN TOTAL	114.7	.0476	29.9	11.6	17.9	21.4	19.5	37.9	259,846	61,734	19,765	15,931	7,340	56,051	7,325
SAVANNAH	**234.1**	**.0971**	**30.6**	**12.2**	**17.7**	**17.7**	**24.5**	**84.3**	**1,439,709**	**277,544**	**165,835**	**183,361**	**74,714**	**340,650**	**42,495**
Chatham	212.3	.0881	30.7	12.5	17.6	17.4	24.9	76.9	1,408,470	266,473	165,182	181,262	73,484	332,338	41,671
• Savannah	147.3	.0612	30.7	12.8	17.0	16.5	26.2	54.3	1,173,504	220,304	123,216	173,344	56,691	282,462	34,736
Effingham	21.8	.0090	30.0	10.1	16.7	20.4	21.2	7.4	31,239	11,071	653	2,099	1,230	8,312	824
SUBURBAN TOTAL	86.8	.0359	30.4	11.3	18.5	19.8	21.7	30.0	266,205	57,240	42,619	10,017	18,023	58,188	7,759
OTHER COUNTIES															
Appling	17.1	.0071	29.7	10.4	15.9	18.2	23.4	5.6	62,902	19,028	5,306	3,864	2,307	14,570	2,128
Atkinson	6.4	.0026	30.3	10.2	14.9	18.5	24.5	2.0	14,024	5,084	636	640	399	2,418	462
Bacon	9.9	.0041	30.6	9.5	15.6	17.8	25.3	3.5	33,493	9,017	1,846	940	939	10,140	2,812
Baker	3.6	.0015	30.3	11.0	14.3	16.4	26.9	1.2	4,004	2,679					121
Baldwin	37.3	.0155	30.5	14.7	16.8	18.1	24.4	11.6	189,795	43,900	16,332	29,580	7,145	38,331	7,651
Banks	10.0	.0042	32.5	10.2	16.8	19.9	25.8	3.5	13,440	1,742	2,751	315	436	167	
Bartow	45.3	.0188	31.4	9.9	16.7	20.2	23.9	15.7	228,614	53,718	18,738	9,155	10,657	47,619	6,257
Ben Hill	17.4	.0072	32.4	9.6	15.9	16.8	29.1	6.2	71,739	19,211	4,717	5,398	4,651	14,125	3,164
Berrien	14.3	.0060	32.1	10.2	15.7	19.3	26.2	5.1	46,441	10,009	1,365	3,699	1,856	18,822	1,376
Bleckley	10.6	.0044	31.6	14.3	14.0	19.1	26.1	3.6	31,104	11,013	1,496	2,899	1,978	5,496	2,489
Brantley	10.1	.0042	29.7	9.7	17.4	19.6	21.1	3.5	8,335	3,861	639		1,166	490	249
Brooks	15.5	.0065	31.7	9.6	13.5	16.0	29.5	5.2	47,079	11,752	1,117	1,291	2,273	21,323	1,427
Bryan	12.8	.0053	28.8	10.3	18.1	18.9	19.8	4.1	28,101	7,408	2,890	129	431	3,407	620
Bulloch	36.4	.0151	27.6	19.8	15.9	16.5	21.8	12.0	221,617	54,008	17,354	33,078	9,188	55,215	6,199
Burke	20.3	.0084	29.1	10.9	15.2	15.5	25.5	6.5	72,238	29,981	5,409	3,380	7,135	9,803	3,499
Calhoun	5.4	.0023	31.5	10.6	13.2	15.3	30.2	1.5	12,743	4,238	105	387	585	4,027	618
Camden	17.3	.0072	27.5	17.1	16.5	18.3	19.3	5.3	79,985	24,916	5,514	3,964	3,055	19,995	1,991
Candler	7.7	.0032	34.1	8.9	14.8	16.5	32.3	2.7	37,460	10,328	844	1,039	831	12,248	800
Carroll	62.2	.0258	30.3	13.4	16.6	19.0	23.2	21.5	270,438	64,581	21,692	34,219	7,744	59,466	11,733
☐ Catoosa	40.1	.0166	31.4	9.9	18.0	22.2	21.4	14.0	212,541	79,559	17,609	28,345	11,497	34,083	4,725
Charlton	8.3	.0035	29.1	10.6	14.1	19.1	22.5	2.7	22,011	5,256	1,716	1,154	936	9,313	604
Chattooga	21.9	.0091	33.8	9.4	15.2	19.0	29.2	7.8	92,717	28,359	5,599	5,543	1,770	17,427	3,485
Clay	3.6	.0015	33.5	9.3	13.9	14.4	33.5	1.2	6,467	3,754	647	127			589
Clinch	6.9	.0029	29.5	10.5	15.8	17.9	23.3	2.3	13,243	5,520	795	503	571	2,665	1,265
Coffee	29.3	.0122	29.7	11.7	16.3	17.5	23.9	9.8	129,550	28,656	9,578	10,777	4,496	24,838	4,783
Colquitt	36.6	.0152	32.0	9.6	15.3	17.9	27.5	13.0	152,698	36,912	10,700	15,125	4,655	31,444	6,823
Cook	13.9	.0058	31.3	9.3	15.2	17.8	26.6	4.8	45,393	11,372	4,410	1,559	2,331	7,201	2,330
Crawford	8.4	.0035	30.1	10.7	16.2	20.1	22.0	2.4	5,540	2,094	273		128	1,058	
Crisp	20.2	.0084	30.7	10.4	15.7	16.1	27.1	7.1	155,995	37,454	10,773	17,154	4,758	23,182	4,724
☐ Dade	12.9	.0054	30.2	12.2	17.2	20.2	21.6	4.2	38,476	14,838	2,413	1,108	1,379	3,285	438
Dawson	6.0	.0025	32.1	9.5	18.1	19.5	25.2	2.1	9,609	1,428	260	171	385	873	132
Decatur	26.8	.0111	30.3	10.7	15.3	16.3	26.5	9.0	105,588	28,002	5,627	9,212	2,666	23,544	7,677
Dodge	17.0	.0071	32.7	9.1	15.2	17.8	28.7	6.0	85,220	24,779	11,110	9,106	1,458	15,456	3,569
Dooly	10.9	.0045	31.0	9.6	14.5	15.9	28.3	3.8	52,577	6,090	1,289	1,224	4,057	19,868	1,318
Early	13.3	.0055	31.0	9.5	13.7	17.1	27.3	4.7	44,245	12,598	1,286	3,737	990	10,195	2,550
Echols	2.3	.0010	29.6	10.8	15.8	19.6	21.9	.8	418	211	207				
Elbert	19.1	.0079	33.1	10.1	15.5	18.3	28.8	7.0	102,470	22,455	5,177	3,833	2,254	45,710	3,872
Emanuel	22.0	.0092	31.5	9.9	15.0	17.3	27.4	7.4	92,101	22,675	6,599	5,165	4,823	24,338	4,158
Evans	8.6	.0035	30.9	10.8	14.6	17.3	26.8	3.1	41,410	10,574	1,304	4,256	1,536	8,059	2,052
Fannin	15.6	.0065	36.8	7.9	15.2	19.2	33.2	5.9	48,394	19,200	3,553	5,283	1,045	5,693	1,514
Floyd	81.1	.0337	33.2	11.1	16.0	19.7	27.4	29.7	396,187	90,407	35,386	54,402	21,111	87,115	16,053
Franklin	16.3	.0067	34.3	10.4	14.9	19.6	29.3	5.9	88,992	18,394	2,112	2,338	2,320	38,451	2,709
Gilmer	12.4	.0052	34.1	9.7	15.6	20.4	28.2	4.3	39,349	6,518	2,509	2,717	2,216	12,433	3,131
Glascock	2.4	.0010	36.7	9.9	13.2	17.6	34.5	.8	2,714	1,059	416	183	80	159	
Glynn	59.0	.0245	32.2	10.6	16.8	19.3	26.0	22.2	353,670	60,863	40,985	38,961	16,607	64,905	12,162
Gordon	33.8	.0140	31.6	9.9	16.8	20.6	23.6	11.7	158,139	31,878	16,154	14,520	19,385	16,192	6,225
Grady	22.3	.0093	31.6	9.8	15.0	17.3	27.6	7.4	92,042	31,560	3,340	3,386	2,009	22,246	2,003
Greene	12.1	.0050	31.8	10.1	14.2	16.3	29.2	4.0	31,872	13,782	1,285	1,378	1,521	7,731	763
Habersham	26.8	.0111	31.2	15.5	15.5	18.7	25.4	9.4	121,200	27,360	7,105	4,111	6,504	32,472	5,880
Hall	84.8	.0352	32.0	10.7	17.2	20.8	24.0	30.1	476,352	101,725	45,923	65,564	19,683	118,375	20,392
Hancock	9.7	.0040	29.4	10.4	14.7	15.5	26.3	2.9	15,369	6,731	1,153	431	222	1,629	889
Haralson	20.1	.0084	33.7	9.2	15.4	20.3	27.6	7.2	56,040	19,168	2,381	2,587	1,465	11,032	4,369
Harris	17.5	.0073	34.0	9.2	15.6	18.9	29.5	6.2	17,361	7,843	1,222	450	1,271	2,229	250
Hart	19.6	.0081	33.0	9.5	15.5	18.3	28.5	6.7	53,449	14,282	5,558	4,692	2,951	11,865	2,945
Heard	7.1	.0029	32.7	9.9	14.7	18.7	27.9	2.3	9,754	3,364	291		1,682	1,230	594
Irwin	9.4	.0039	33.3	8.7	13.9	17.8	29.8	3.3	13,327	4,046	659	300	251	2,621	873
Jasper	8.4	.0035	32.1	9.7	16.5	17.9	27.4	3.0	12,574	5,567	794	631	215	1,227	609
Jeff Davis	12.3	.0051	30.3	10.4	16.6	18.4	23.8	4.3	51,309	20,299	2,862	2,938	2,323	9,335	2.932
Jefferson	19.0	.0079	30.8	10.0	15.4	15.3	28.2	6.5	61,476	13,683	3,137	2,802	2,136	19,433	3,427
Jenkins	8.9	.0037	31.0	11.1	15.2	16.6	27.3	2.9	28,459	12,012	942	169	801	5,195	1,543
Johnson	8.8	.0037	32.6	10.0	14.3	16.8	29.7	3.1	12,387	5,360	870	194	827	2,110	685
Lamar	13.0	.0054	32.3	10.3	15.8	18.1	27.6	4.5	31,889	11,148	2,667	3,576	624	7,677	1,838
Lanier	5.8	.0024	30.0	10.8	14.5	17.9	24.8	2.0	10,501	3,334	238	136	433	3,981	530
Laurens	39.1	.0162	32.3	9.8	15.7	18.3	27.4	13.6	236,614	48,795	16,793	27,604	11,719	62,027	8,755
Liberty	42.7	.0178	23.3	26.5	20.0	13.6	9.9	11.9	111,286	23,209	11,930	10,783	10,665	15,674	2,005
Lincoln	7.1	.0029	32.4	10.2	15.0	18.0	28.0	2.1	11,634	3,778	768	237	226	2,885	892

	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Long	5.2	.0022	27.3	14.5	16.8	16.2	20.9	1.7	2,712	1,371	86		69	412	101
Lowndes	74.0	.0307	28.3	15.2	17.4	17.8	20.5	25.3	423,332	74,472	39,610	40,872	21,495	102,357	19,260
Lumpkin	11.8	.0049	29.5	17.7	15.5	18.9	22.6	3.9	34,889	8,092	3,110	1,872	694	14,307	2,366
McIntosh	9.2	.0038	31.6	11.4	14.8	17.0	27.9	3.0	24,789	7,459	1,008	973	128	6,354	825
Macon	14.4	.0060	30.0	11.0	15.2	15.9	26.6	4.9	30,089	8,359	696	3,029	947	5,701	2,432
Marion	5.4	.0022	31.1	10.0	14.4	18.4	26.0	1.7	13,992	4,200	157	502		2,396	1,153
Meriwether	21.8	.0091	31.1	10.2	15.4	17.2	26.8	7.1	66,849	14,886	3,095	4,317	2,024	26,409	1,965
Miller	7.0	.0029	32.3	9.8	14.2	17.5	28.7	2.6	16,319	6,437	156	218	670	4,737	632
Mitchell	21.9	.0091	29.3	10.4	15.1	16.7	24.6	6.9	69,993	23,392	2,246	3,217	4,562	18,491	1,810
Monroe	16.1	.0067	32.1	11.1	16.3	19.3	26.1	5.3	39,792	13,112	5,455	1,015	467	754	1,623
Montgomery	7.3	.0030	29.1	16.8	15.4	16.5	24.4	2.3	46,106	7,529	3,423	7,375	2,184	19,645	1,034
Morgan	12.4	.0051	30.9	10.2	15.6	18.0	25.6	4.0	66,697	16,722	4,182	2,479	1,060	15,319	2,259
Murray	23.1	.0096	29.5	10.9	17.9	21.2	19.1	7.9	71,875	35,967	2,940	2,240	2,146	7,530	4,117
Oglethorpe	9.6	.0040	32.1	9.6	15.6	19.9	25.5	3.4	23,914	4,955	254	1,167	89	13,262	658
Pickens	13.0	.0054	33.8	9.9	15.9	20.3	27.7	4.8	50,793	10,795	1,614	2,399	966	18,774	4,149
Pierce	12.8	.0053	30.9	9.6	16.4	18.8	24.5	4.3	33,182	9,341	1,623	333	786	8,642	1,060
Pike	9.9	.0041	32.8	9.1	15.3	20.4	26.3	3.2	6,235	1,897	152	173	89	175	751
Polk	33.4	.0139	33.8	10.1	14.5	19.2	29.0	11.9	120,009	39,881	5,633	10,593	4,705	26,608	7,930
Pulaski	9.1	.0038	33.1	9.8	14.2	18.7	28.6	3.2	35,521	13,094	1,757	1,436	1,677	8,173	1,367
Putnam	11.9	.0049	32.2	10.3	16.2	18.2	27.3	4.1	33,259	14,208	1,423	1,252	447	5,737	1,030
Quitman	2.2	.0010	32.9	9.8	13.4	14.5	32.7	.8	3,492	1.932		194		659	
Rabun	10.9	.0045	35.9	9.0	15.5	19.4	31.9	4.1	51,121	12,001	4,404	1,391	1,661	7,237	1,105
Randolph	9.6	.0040	32.1	11.6	13.4	14.5	31.6	3.3	20,210	7,635	704	1,116	1,308	3,234	1,194
Schley	3.6	.0015	30.6	9.0	15.3	18.2	25.1	1.1	12,455	3,590	257	386	321	4,117	
Screven	15.2	.0063	31.6	10.6	15.8	16.2	28.4	5.4	45,645	15,800	1,574	2,078	1,270	10,915	2,499
Seminole	9.5	.0039	32.3	10.2	14.1	16.9	29.2	3.2	29,622	10,798	879	1,748	1,240	7,129	1,769
Stephens	22.2	.0092	33.2	10.7	16.0	18.3	28.9	8.1	123,756	29,445	9,214	17,098	3,298	27,977	7,634
Stewart	6.1	.0026	32.0	10.1	13.2	15.8	30.2	1.9	12,634	4,083	786	423	159	2,703	857
Sumter	30.5	.0126	29.7	13.2	16.3	15.9	25.5	10.1	178,016	33,743	12,723	9,466	4,916	24,477	7,648
Talbot	6.3	.0026	31.5	10.5	15.8	17.3	27.2	2.1	8,279	2,247	398	713	75	1,526	298
Taliaferro	2.0	.0009	37.9	7.9	13.2	14.3	38.5	.8	813	125	271	65	108		
Tattnall	18.0	.0074	31.8	10.4	16.8	18.2	26.5	6.1	52,109	13,466	1,957	1,509	3,822	17,147	2,147
Taylor	7.7	.0032	32.5	10.6	13.9	18.6	28.0	2.6	17,925	4,543	440	917	421	4,518	1,254
Telfair	11.1	.0047	33.1	9.7	14.5	16.4	30.8	4.0	44,006	14,661	1,656	4,285	3,056	7,547	1,847
Terrell	12.1	.0050	30.3	10.6	14.8	15.8	27.3	4.0	36,215	11,782	2,129	924	1,180	6,518	1,081
Thomas	38.4	.0159	31.7	10.4	15.3	18.0	26.9	13.2	179,627	34,584	15,608	16,070	8,506	48,245	6,163
Tift	34.3	.0143	29.3	13.4	16.5	17.7	22.9	11.6	261,464	41,259	25,850	21,117	8,843	55,670	9,019
Toombs	24.4	.0101	31.2	10.2	15.3	18.9	25.3	8.7	84,000	25,214	5,950	5,156	3,212	14,677	3,168
Towns	6.3	.0026	38.1	12.8	12.7	17.5	36.4	2.5	18,130	3,541	2,018	1,555	654	3,097	488
Treutlen	6.1	.0025	31.7	9.6	14.8	16.6	28.5	2.1	9,333	4,228	744	170	644	730	583
Troup	53.5	.0223	32.1	10.9	16.5	16.8	28.4	19.2	315,002	63,432	21,970	30,796	19,027	74,135	11,679
Turner	10.0	.0041	30.4	10.0	14.7	17.0	26.2	3.2	49,036	14,004	2,316	3,006	2,396	10,895	804
Twiggs	10.0	.0042	29.3	11.9	14.4	17.5	24.3	3.3	7,724	2,357	151	755	325	523	135
Union	10.8	.0045	35.0	9.4	14.9	18.8	31.2	4.0	21,860	4,266	2,489	555	293	4,754	2,084
Upson	26.4	.0109	34.7	9.6	14.8	18.5	31.0	9.5	111,179	29,156	8,908	8,971	5,920	20,173	4,298
☐ Walker	56.4	.0234	32.9	9.9	16.1	20.2	26.4	20.1	206,651	83,172	5,693	8,397	6,511	24,913	4,879
Ware	37.7	.0156	31.8	10.1	16.2	17.8	27.0	13.1	257,038	47,900	15,599	49,616	13,481	54,907	9,218
Warren	6.5	.0027	32.2	9.4	14.8	15.9	30.0	2.0	13,232	3,565	499	293	490	4,970	523
Washington	19.3	.0080	30.8	10.7	15.7	16.6	26.8	6.4	77,174	21,861	4,507	6,702	2,041	21,448	4,253
Wayne	21.8	.0091	31.1	10.4	16.4	18.7	24.9	7.2	120,029	20,688	6,171	6,124	10,593	41,021	7,018
Webster	2.3	.0009	31.3	10.3	15.3	16.3	28.0	.8	3,414	537		1,572		843	
Wheeler	5.5	.0023	32.4	8.3	14.9	16.1	30.0	1.9	2,868	506	131		194	752	
White	11.5	.0048	33.9	10.9	15.7	20.3	27.9	4.1	25,627	4,723	3,289	946	723	7,381	1,327
Whitfield	70.4	.0292	30.7	11.0	17.7	21.2	21.3	24.7	439,722	84,085	34,189	57,850	53,442	90,460	12,460
Wilcox	7.8	.0033	33.8	9.2	14.5	16.5	31.8	2.6	6,163	2,066	126	794	300	766	547
Wilkes	11.3	.0047	34.1	9.6	15.0	18.0	30.7	4.0	56,164	16,911	1,582	3,492	1,021	12,149	3,083
Wilkinson	11.1	.0046	30.0	11.6	15.3	18.1	24.3	3.6	23,466	8,913	1,811	1,046	1,468	3,928	
Worth	19.3	.0080	30.6	10.4	16.1	18.3	24.5	6.3	47,017	11,817	1,935	3,982	684	16,442	2,756
TOTAL METRO COUNTIES	3,799.7	1.5775	30.3	12.2	19.7	20.3	20.4	1,369.3	24,951,208	4,516,741	2,494,138	3,175,595	1,216,501	6,228,569	734,485
TOTAL STATE	5,990.5	2.4874	30.6	11.9	18.4	19.5	22.3	2,121.6	34,100,266	6,724,402	3,163,127	3,996,984	1,649,680	8,316,777	1,108,441

CHANGE IN INCOME CALCULATIONS!

Due in part to the recent publication of new income-related data from the Bureau of the Census, Bill Communications' Market Statistics Division has undertaken a major recalculation of Effective Buying Income (EBI) statistics. The latest *Current Population Survey (CPS)* from the Bureau has revealed problems in the methodology used in 1983 to convert Total Aggregate Income (TAI) to EBI, which is roughly equivalent to disposable personal income. This adjustment results in median household EBI figures in this year's *Survey* that average 12% *below* last year's figures, and users of *Survey* data should take this into account when making comparisons of data between the 1985 and 1986 issues. S&MM and Market Statistics regret any problems this readjustment may cause our readers, but we feel that this recalculation is absolutely essential to insure the continuing accuracy of *Survey of Buying Power* data. A detailed explanation of this and other changes in this year's *Survey* can be found on page A-8.

GA.

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY	**1,100,857**	**22,111**	**23.0**	**27.7**	**16.5**	**10.1**	**.0450**
Dougherty	940,681	21,352	23.6	28.0	15.7	9.2	.0406
• Albany	737,151	19,833	24.0	26.3	14.3	9.1	.0351
Lee	160,176	29,530	18.3	25.6	22.5	16.9	.0044
SUBURBAN TOTAL	363,706	28,451	19.9	32.0	22.5	12.8	.0099
ATHENS	**1,332,798**	**18,967**	**27.8**	**25.6**	**12.6**	**9.3**	**.0526**
Clarke	783,780	18,309	27.1	22.9	12.2	11.1	.0341
• Athens	398,549	15,033	29.9	19.2	9.3	8.9	.0205
Jackson	234,407	19,603	28.2	30.6	12.3	6.0	.0087
Madison	154,116	17,458	34.0	27.5	10.5	3.8	.0049
Oconee	160,495	25,044	22.8	28.8	18.1	12.8	.0049
SUBURBAN TOTAL	934,249	20,819	26.9	28.4	14.1	9.5	.0321
ATLANTA	**31,304,372**	**27,770**	**20.0**	**26.8**	**18.7**	**19.0**	**1.1377**
Barrow	201,423	18,923	26.9	29.3	11.6	6.2	.0082
Butts	131,314	20,426	26.9	27.4	13.9	9.6	.0043
Cherokee	634,711	24,535	22.3	32.9	18.9	9.2	.0207
Clayton	1,972,762	28,905	19.4	32.8	23.0	14.0	.0782
Cobb	5,856,032	35,432	15.4	25.4	22.3	28.5	.1943
• Marietta	608,690	25,028	23.0	28.0	15.6	17.8	.0315
Coweta	436,945	22,022	22.6	27.5	15.8	11.0	.0154
De Kalb	6,881,783	28,770	20.3	27.6	18.8	20.5	.2649
Douglas	719,933	29,483	17.9	32.7	24.2	13.3	.0248
Fayette	619,799	38,000	12.6	22.1	28.3	27.9	.0174
Forsyth	365,533	23,677	23.8	30.5	15.9	12.3	.0118
Fulton	7,875,627	21,972	22.8	22.7	13.1	17.9	.3103
• Atlanta	4,879,292	18,045	25.3	22.1	10.8	12.9	.2026
Gwinnett	3,190,446	33,379	15.2	29.7	25.5	21.0	.1026
Henry	463,213	25,888	21.0	32.0	19.5	11.1	.0145
Newton	372,780	23,264	23.7	29.9	17.6	10.7	.0129
Paulding	265,031	21,157	23.6	32.8	13.6	6.5	.0088
Rockdale	539,008	31,172	17.3	29.1	23.0	18.9	.0190
Spalding	475,775	20,756	26.3	27.9	13.8	10.2	.0191
Walton	302,257	20,493	26.3	28.3	14.6	8.3	.0105
SUBURBAN TOTAL	25,816,390	30,159	18.5	28.1	20.7	20.5	.9036
AUGUSTA	**3,849,224**	**21,871**	**24.5**	**28.2**	**15.0**	**11.1**	**.1415**
Columbia	600,432	27,703	20.3	29.2	20.5	15.7	.0179
McDuffie	151,379	16,687	28.9	28.4	7.6	5.4	.0068
Richmond	1,895,677	20,865	25.5	26.8	13.7	11.4	.0749
• Augusta	408,428	13,440	27.5	19.0	7.7	7.1	.0196
Aiken, S. C.	*1,201,736*	*22,152*	*24.3*	*29.5*	*16.1*	*9.5*	*.0419*
SUBURBAN TOTAL	3,440,796	23,395	24.1	29.6	16.4	11.7	.1219
COLUMBUS	**2,209,192**	**18,859**	**27.2**	**27.2**	**11.8**	**8.2**	**.0861**
Chattahoochee	204,832	24,021	29.2	39.8	14.0	9.5	.0055
Muscogee	1,640,749	19,516	37.1	27.2	12.5	9.1	.0670
• Columbus	1,626,115	19,533	27.1	27.2	12.5	9.1	.0667
Russell, Ala.	*363,611*	*15,402*	*27.4*	*24.9*	*9.2*	*4.6*	*.0136*
SUBURBAN TOTAL	583,077	17,050	27.6	27.0	10.0	5.4	.0194
MACON - WARNER ROBINS	**3,028,415**	**24,300**	**22.0**	**26.1**	**17.4**	**14.8**	**.1120**
Bibb	1,618,601	22,109	22.8	25.9	15.3	12.9	.0649
• Macon	1,211,088	20,132	24.0	25.5	13.6	11.3	.0533
Houston	1,004,398	30,086	20.0	26.6	21.9	19.5	.0346
• Warner Robins	550,013	30,416	19.6	27.4	22.9	18.5	.0212
Jones	208,336	25,496	21.7	30.0	18.5	13.3	.0056
Peach	197,080	20,189	23.6	23.3	15.2	11.9	.0069
SUBURBAN TOTAL	1,267,314	27,344	20.6	26.5	19.7	17.4	.0375
SAVANNAH	**2,471,925**	**22,095**	**23.5**	**25.6**	**15.3**	**13.4**	**.0946**
Chatham	2,273,659	22,010	23.7	25.0	15.2	13.9	.0885
• Savannah	1,475,005	19,616	25.0	24.1	13.3	11.7	.0638
Effingham	198,266	22,885	22.4	31.5	16.6	8.1	.0061
SUBURBAN TOTAL	996,920	27,182	20.9	28.4	19.0	16.3	.0308
OTHER COUNTIES							
Appling	113,469	14,994	30.1	24.8	7.5	4.7	.0047
Atkinson	34,453	12,681	32.0	19.5	4.2	4.1	.0016
Bacon	84,026	17,905	25.3	26.7	8.9	9.8	.0031
Baker	23,264	14,585	29.3	21.7	8.2	3.9	.0008
Baldwin	376,423	23,124	25.9	27.5	14.6	14.8	.0138
Banks	80,581	18,373	31.7	30.5	9.6	5.2	.0025
Bartow	380,848	19,815	28.3	31.8	12.1	5.6	.0155
Ben Hill	130,167	14,974	28.4	23.4	9.7	4.6	.0054
Berrien	113,569	17,494	29.1	27.3	9.4	6.0	.0042
Bleckley	87,252	18,118	26.9	26.7	13.3	6.0	.0031
Brantley	85,409	20,172	26.7	29.6	14.1	6.8	.0026
Brooks	102,110	13,872	28.1	20.7	9.5	4.5	.0041
Bryan	85,750	17,636	29.5	32.2	7.8	3.5	.0032
Bulloch	292,844	17,577	29.1	26.4	10.3	7.0	.0130
Burke	168,781	18,686	25.9	23.1	13.7	10.1	.0063
Calhoun	30,779	15,390	25.3	25.0	7.3	6.3	.0012
Camden	137,770	20,061	24.5	24.8	15.3	10.0	.0057
Candler	55,398	14,093	31.6	21.6	7.1	5.3	.0024
Carroll	556,412	20,719	25.4	30.1	13.4	8.3	.0209
☐ Catoosa	361,102	22,249	24.2	31.8	16.9	6.8	.0144
Charlton	65,626	19,274	27.8	28.6	12.6	6.9	.0023
Chattooga	164,675	17,355	30.7	29.7	9.3	3.6	.0068
Clay	24,528	12,692	27.3	17.2	8.5	7.0	.0008
Clinch	57,426	18,262	29.4	23.5	15.5	6.9	.0020
Coffee	219,127	16,482	29.0	26.2	8.6	6.3	.0091
Colquitt	319,307	18,140	29.1	25.3	12.3	7.9	.0121
Cook	106,060	16,855	33.3	26.5	8.0	6.0	.0040
Crawford	64,396	21,000	23.3	31.6	14.8	5.8	.0020
Crisp	149,014	15,274	27.4	24.7	8.5	4.8	.0077
☐ Dade	92,670	18,000	26.9	31.0	10.0	3.9	.0035
Dawson	44,260	17,038	28.7	28.4	10.3	3.5	.0016
Decatur	217,952	18,254	27.8	26.8	11.4	7.3	.0083
Dodge	133,858	16,561	24.7	23.3	10.7	7.4	.0056
Dooly	65,185	13,007	31.6	18.6	6.7	3.0	.0032
Early	99,634	14,096	26.0	22.1	8.6	7.1	.0038
Echols	20,007	20,381	23.2	28.7	13.0	9.3	.0005
Elbert	147,171	16,623	30.1	27.5	9.3	3.9	.0064
Emanuel	150,448	14,410	30.7	23.5	6.2	5.3	.0065
Evans	63,960	15,523	31.7	24.2	7.1	5.6	.0027
Fannin	106,444	13,628	32.2	22.5	6.5	2.8	.0042
Floyd	818,180	21,722	25.2	28.5	15.7	10.1	.0299
Franklin	136,759	18,294	26.4	27.3	12.3	5.9	.0058
Gilmer	85,909	15,215	31.2	27.2	6.6	3.2	.0035
Glascock	17,873	15,783	27.4	23.3	8.1	7.9	.0005
Glynn	621,221	21,255	24.7	27.9	14.2	10.7	.0236
Gordon	279,868	19,408	29.6	30.0	12.2	6.0	.0112
Grady	146,936	15,009	30.3	23.9	9.1	3.8	.0065
Greene	82,880	16,214	30.0	26.3	8.5	4.3	.0031
Habersham	240,747	19,597	28.5	30.2	12.0	6.8	.0091
Hall	913,816	24,060	23.4	29.6	16.6	13.0	.0337
Hancock	51,312	12,972	32.4	20.1	5.5	3.3	.0020
Haralson	159,490	17,672	29.7	29.0	9.8	4.8	.0057
Harris	173,339	21,975	21.8	28.2	14.0	11.5	.0050
Hart	155,739	18,441	30.1	29.3	10.3	6.1	.0055
Heard	60,359	20,450	27.7	27.8	14.6	8.7	.0019
Irwin	65,804	13,969	34.2	17.7	9.4	4.9	.0023
Jasper	83,766	20,797	24.8	24.5	17.0	10.6	.0025
Jeff Davis	92,447	17,311	29.9	28.1	9.0	5.3	.0038
Jefferson	138,349	14,994	26.5	22.7	9.4	6.4	.0053
Jenkins	53,563	12,793	28.8	20.7	5.6	4.8	.0024
Johnson	64,001	14,978	26.5	26.2	8.1	4.8	.0021
Lamar	111,160	19,604	26.8	28.6	11.7	8.8	.0038
Lanier	44,559	16,825	29.8	24.0	10.7	7.4	.0015
Laurens	326,184	17,565	28.1	24.8	12.0	7.4	.0141
Liberty	362,324	17,429	36.1	27.8	9.2	5.4	.0124
Lincoln	46,768	17,509	28.1	30.6	9.0	4.1	.0017
Long	36,516	16,256	29.3	24.0	13.8	4.1	.0012
Lowndes	622,135	17,933	29.3	26.0	11.1	7.2	.0263
Lumpkin	108,625	19,534	27.9	27.5	14.9	6.4	.0036
McIntosh	59,169	14,813	28.0	23.9	8.9	3.6	.0023
Macon	119,386	17,178	26.5	22.0	11.2	9.5	.0039
Marion	34,443	16,057	26.2	23.3	7.7	6.7	.0014
Meriwether	180,375	19,448	24.1	26.3	12.7	9.9	.0065
Miller	44,462	12,823	31.9	19.4	6.8	3.2	.0017
Mitchell	155,598	16,240	25.8	23.5	10.9	7.0	.0061
Monroe	126,476	18,757	28.6	29.0	10.9	6.8	.0044
Montgomery	50,668	15,256	32.7	22.2	8.0	6.6	.0025
Morgan	90,463	17,210	30.2	27.2	10.4	5.5	.0040
Murray	184,466	19,326	28.4	33.3	9.5	5.3	.0068
Oglethorpe	82,506	19,026	27.2	27.8	13.1	6.9	.0027
Pickens	106,420	16,667	31.1	25.4	9.3	5.9	.0041
Pierce	94,224	17,155	26.7	27.6	10.2	5.7	.0035
Pike	85,061	21,424	25.2	27.6	17.3	8.3	.0024
Polk	296,278	19,996	24.4	28.6	14.0	7.3	.0107
Pulaski	79,869	18,565	23.8	23.7	14.5	9.0	.0029
Putnam	100,291	19,518	23.5	29.2	11.2	8.7	.0035
Quitman	13,762	12,156	30.2	19.9	5.3	3.4	.0005
Rabun	99,035	17,918	28.7	25.9	10.7	8.3	.0038
Randolph	65,029	12,391	25.9	22.5	4.8	4.5	.0024
Schley	22,973	16,727	24.5	25.6	8.9	6.2	.0010
Screven	114,567	14,490	27.7	21.9	8.5	6.0	.0043
Seminole	71,804	16,329	25.5	23.3	9.9	8.6	.0028
Stephens	186,403	17,905	30.9	29.6	10.7	4.0	.0079
Stewart	33,110	12,414	27.5	20.9	6.0	3.5	.0013
Sumter	261,302	19,017	25.9	25.8	11.9	10.0	.0111
Talbot	47,022	17,078	29.0	27.2	8.3	7.1	.0014

GA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Taliaferro	10,877	10,379	32.3	15.6	2.4	1.1	.0004
Tattnall	133,995	14,974	31.1	22.0	8.9	5.6	.0051
Taylor	71,009	18,567	24.2	22.8	11.8	12.3	.0022
Telfair	80,803	14,369	29.4	22.0	8.3	5.3	.0034
Terrell	89,547	15,970	24.7	22.1	10.4	8.2	.0034
Thomas	329,562	18,710	27.8	27.1	11.8	7.9	.0129
Tift	310,233	19,026	27.1	25.2	13.0	9.5	.0140
Toombs	188,871	15,944	27.0	24.0	9.7	6.0	.0072
Towns	54,172	14,224	29.7	23.7	6.1	5.0	.0020
Treutlen	42,110	13,941	26.4	22.0	7.6	6.0	.0014
Troup	518,682	20,643	23.6	27.4	13.6	10.4	.0204
Turner	55,817	12,345	31.0	18.7	4.9	4.2	.0029
Twiggs	85,468	21,229	24.1	28.3	15.8	8.3	.0026
Union	81,230	14,551	33.6	21.1	6.4	5.5	.0027
Upson	240,951	19,727	27.9	29.7	12.4	7.3	.0089
☐ Walker	492,891	19,827	27.8	30.9	12.5	6.2	.0179
Ware	317,246	17,774	27.3	25.8	11.6	7.7	.0143
Warren	45,869	17,354	25.6	27.7	8.0	8.3	.0016
Washington	153,339	17,257	26.8	23.7	11.8	7.9	.0060
Wayne	183,744	18,398	27.9	24.0	13.8	8.6	.0076
Webster	18,434	15,435	28.0	20.6	9.8	9.0	.0007
Wheeler	35,579	13,391	29.4	22.4	6.6	4.4	.0011
White	89,355	16,297	26.9	28.4	8.1	4.2	.0031
Whitfield	662,682	21,417	27.0	31.8	13.8	8.2	.0271
Wilcox	46,445	13,000	28.9	21.3	7.4	2.5	.0017
Wilkes	88,346	16,304	25.6	24.7	10.9	5.6	.0037
Wilkinson	96,401	21,921	23.7	30.4	14.7	8.9	.0032
Worth	156,749	19,413	24.9	27.6	13.2	7.9	.0054
TOTAL METRO COUNTIES	**44,678,099**	**25,462**	**21.5**	**27.0**	**17.4**	**16.4**	**1.6498**
TOTAL STATE	**62,929,789**	**22,490**	**22.7**	**26.9**	**15.3**	**13.2**	**2.3544**

HAWAII

HAWAII
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP
1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
HONOLULU	**828.2**	**.3439**	**29.8**	**14.1**	**20.1**	**19.1**	**20.5**	**256.4**	**5,017,488**	**851,809**	**919,420**	**711,912**	**155,030**	**684,907**	**307,406**
Honolulu	828.2	.3439	29.6	14.1	20.1	19.1	20.5	256.4	5,017,488	851,809	919,420	711,912	155,030	684,907	307,406
• Honolulu	394.7	.1639	33.0	12.4	20.5	18.9	26.8	141.0	3,632,950	350,472	740,174	525,019	125,242	393,485	202,773
SUBURBAN TOTAL	433.5	.1800	26.9	15.8	19.7	19.2	14.7	115.4	1,384,538	301,337	179,246	186,893	29,788	291,422	104,633
OTHER COUNTIES															
Hawaii	110.6	.0459	31.1	10.0	18.6	17.7	25.1	35.5	634,136	174,683	76,735	46,437	25,617	103,938	34,324
Kauai	44.8	.0186	31.6	9.4	18.6	17.7	26.0	14.0	314,247	88,372	47,867	18,513	9,568	37,354	16,163
Maui	87.7	.0364	31.4	10.0	19.8	18.0	24.9	28.1	717,126	166,705	127,602	66,483	27,339	70,229	30,749
TOTAL METRO COUNTIES	**828.2**	**.3439**	**29.8**	**14.1**	**20.1**	**19.1**	**20.5**	**256.4**	**5,017,488**	**851,809**	**919,420**	**711,912**	**155,030**	**684,907**	**307,406**
TOTAL STATE	**1,071.3**	**.4448**	**30.1**	**13.2**	**19.9**	**18.8**	**21.5**	**334.0**	**6,682,997**	**1,281,569**	**1,171,624**	**843,345**	**217,554**	**896,428**	**388,642**

HAWAII
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
HONOLULU	**10,194,917**	**29,532**	**21.4**	**25.2**	**18.8**	**22.5**	**.3588**
Honolulu	10,194,917	29,532	21.4	25.2	18.8	22.5	.3588
• Honolulu	5,410,029	27,729	22.1	25.0	16.5	22.2	.2075
SUBURBAN TOTAL	4,784,888	31,671	20.4	25.6	21.6	22.9	.1513
OTHER COUNTIES							
Hawaii	1,096,978	22,955	24.7	27.7	15.6	12.9	.0423
Kauai	468,413	25,873	23.6	30.0	19.4	13.5	.0188
Maui	915,685	24,861	22.2	29.0	16.9	14.3	.0391
TOTAL METRO COUNTIES	**10,194,917**	**29,532**	**21.4**	**25.2**	**18.8**	**22.5**	**.3588**
TOTAL STATE	**12,675,993**	**28,140**	**21.9**	**26.1**	**18.3**	**20.4**	**.4590**

IDAHO

IDAHO
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP
1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOISE	**198.8**	**.0826**	**29.8**	**12.2**	**20.4**	**19.1**	**20.3**	**72.9**	**996,859**	**237,190**	**125,230**	**80,812**	**60,059**	**191,903**	**52,654**
Ada	198.8	.0826	29.8	12.2	20.4	19.1	20.3	72.9	996,859	237,190	125,230	80,812	60,059	191,903	52,654
• Boise	112.0	.0465	30.6	13.7	20.4	18.0	23.1	44.3	782,998	164,951	102,710	69,072	50,413	159,396	37,744
SUBURBAN TOTAL	86.8	.0361	28.7	10.2	20.3	20.6	16.7	28.6	213,861	72,239	22,520	11,740	9,646	32,507	14,910

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*1985 S&MM Survey of Buying Power

IDAHO (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Adams	3.7	.0015	33.1	8.4	15.6	20.5	26.6	1.2	9,404	4,655	626			1,316	86
Bannock	70.1	.0291	27.5	14.2	19.3	16.7	18.9	23.8	344,127	72,466	29,888	45,943	12,600	82,515	18,353
Pocatello	45.8	.0190	27.9	16.2	19.5	16.0	20.2	16.5	286,168	57,844	24,348	33,634	10,681	74,388	17,468
Bear Lake	7.3	.0030	28.7	9.2	14.4	15.4	25.6	2.5	27,048	9,620	1,126	999	777	3,798	334
Benewah	9.1	.0038	31.3	9.1	17.4	19.5	24.1	3.1	26,689	11,521	1,772		131	6,327	1,720
Bingham	39.4	.0164	26.6	9.6	15.9	16.9	19.7	11.6	115,630	36,938	7,231	5,399	3,655	31,706	4,063
Blaine	12.5	.0052	30.2	12.0	28.2	20.2	16.2	5.1	103,931	27,156	17,828	278	7,947	9,220	5,352
Boise	3.4	.0014	31.0	9.3	19.4	19.1	23.3	1.4	2,597	895	487	60	85	123	
Bonner	28.9	.0120	32.3	8.1	19.1	18.8	26.0	10.2	132,381	38,661	11,750	3,295	5,597	30,944	6,625
Bonneville	70.6	.0293	27.4	11.1	17.6	18.2	18.5	22.6	437,916	90,867	33,790	50,582	28,119	92,230	15,343
Boundary	8.0	.0033	31.0	8.1	17.7	18.3	24.0	2.5	39,077	13,692	2,258	2,228	562	7,611	771
Butte	3.5	.0015	29.8	8.5	15.4	17.6	24.3	1.1	9,486	1,148	585		672	2,280	1,314
Camas	.8	.0003	31.6	9.5	15.5	20.9	23.9	.3	1,099	200	415	329			
Canyon	89.1	.0370	30.4	11.0	16.2	17.3	25.3	29.7	468,948	108,370	31,610	49,902	15,736	124,205	15,383
Caribou	9.3	.0039	26.4	10.7	16.8	17.0	18.5	3.1	32,023	8,103	1,979	1,548	1,728	9,190	989
Cassia	21.1	.0087	27.5	9.9	15.3	16.2	22.3	6.4	188,912	42,663	12,666	9,140	7,851	55,631	10,447
Clark	.8	.0003	30.2	10.1	13.9	21.3	22.0	.3	1,525	187	385	81		67	
Clearwater	10.1	.0042	31.5	9.4	16.7	21.1	23.1	3.6	26,506	9,668	4,144	648	1,052	5,606	461
Custer	5.0	.0021	33.7	7.1	16.6	20.6	27.3	2.0	23,936	6,914	2,100		665	967	747
Elmore	22.2	.0092	25.6	18.4	19.4	17.7	13.9	6.9	82,252	22,855	5,639	2,518	1,215	19,874	2,478
Franklin	9.5	.0040	27.4	8.9	13.1	14.8	25.2	2.8	32,564	7,989	1,711	2,055	2,730	6,552	1,415
Fremont	11.4	.0047	27.2	9.2	14.4	16.6	22.1	3.7	28,287	8,204	2,477	1,008	856	5,222	537
Gem	12.5	.0052	33.2	8.8	14.4	18.1	29.4	4.3	35,547	13,327	2,109	1,816	1,329	7,192	1,237
Gooding	12.8	.0053	33.8	8.7	14.3	17.3	31.0	4.5	44,141	9,330	4,289	4,908	1,239	6,698	2,123
Idaho	15.0	.0062	32.5	9.1	16.0	18.6	27.4	5.3	36,569	12,410	3,340	2,300	2,178	4,185	2,218
Jefferson	16.9	.0071	26.1	10.1	15.6	16.1	20.0	4.9	47,821	25,361	1,252	715	1,100	6,798	2,940
Jerome	16.3	.0067	30.5	9.7	16.2	17.2	25.6	5.5	61,439	19,265	3,466	3,822	2,242	10,037	1,031
Kootenai	70.7	.0294	31.8	9.5	17.9	19.7	24.5	24.8	307,555	79,674	26,320	18,264	9,881	77,423	13,116
Latah	29.2	.0121	27.4	23.5	19.6	15.5	19.7	10.4	156,477	33,191	12,551	22,429	9,620	31,174	9,420
Lemhi	7.8	.0033	32.7	8.2	16.4	19.3	27.0	2.8	37,193	6,356	2,619	1,951	729	8,651	1,220
Lewis	4.0	.0016	33.8	8.9	14.7	18.7	29.6	1.4	13,904	4,528	1,291	735	98	464	1,102
Lincoln	3.5	.0015	31.8	8.3	16.8	16.7	28.0	1.2	14,309	2,491	984	697	1,169	325	1,274
Madison	21.8	.0090	22.0	30.2	12.7	11.6	12.7	5.5	114,393	20,881	6,563	9,215	20,352	17,377	7,101
Minidoka	21.2	.0088	28.2	10.4	15.3	16.4	23.2	6.7	50,844	15,711	3,107	1,734	1,912	12,924	1,657
Nez Perce	34.0	.0141	32.8	10.6	16.8	18.5	27.8	12.6	216,079	44,775	18,595	30,520	11,443	54,303	12,074
Oneida	3.5	.0015	33.0	7.2	12.6	15.2	32.3	1.1	9,790	2,605	684	594	233	3,227	
Owyhee	8.8	.0036	29.6	9.9	14.6	16.5	25.6	2.8	25,972	11,369	1,224	2,034	385	1,414	420
Payette	16.7	.0070	33.4	8.7	14.0	18.3	29.5	5.9	41,281	14,815	2,543	1,657	2,567	9,522	905
Power	7.6	.0031	28.6	8.9	18.6	17.8	20.3	2.5	15,276	5,757	2,719	416	301	836	321
Shoshone	17.9	.0075	30.8	9.9	17.4	17.9	24.8	6.2	72,976	26,539	4,638	255	1,263	9,918	3,100
Teton	3.2	.0013	28.2	9.8	17.5	15.7	22.5	.9	11,970	2,932	1,227	1,100	523	795	91
Twin Falls	56.6	.0235	31.8	10.4	15.9	17.7	27.2	19.5	355,227	74,361	28,888	37,588	19,145	84,619	17,901
Valley	6.6	.0027	31.4	8.7	22.4	20.0	21.8	2.2	35,255	9,813	5,226	1,097	965	2,661	298
Washington	8.7	.0037	35.0	7.5	13.8	16.6	33.4	3.1	19,050	6,236	2,039	2,278	281	3,076	909
TOTAL METRO COUNTIES	**198.8**	**.0826**	**29.8**	**12.2**	**20.4**	**19.1**	**20.3**	**72.9**	**996,859**	**237,190**	**125,230**	**80,812**	**60,059**	**191,903**	**52,654**
TOTAL STATE	**1,029.9**	**.4277**	**29.6**	**11.6**	**17.6**	**17.9**	**22.5**	**351.0**	**4,884,195**	**1,201,689**	**431,371**	**402,970**	**241,392**	**1,041,106**	**219,538**

IDAHO
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOISE	**2,275,529**	**23,983**	**25.6**	**29.9**	**16.8**	**12.1**	**.0786**
Ada	2,275,529	23,983	25.6	29.9	16.8	12.1	.0785
• Boise	1,365,902	22,966	26.5	28.6	15.7	12.2	.0505
SUBURBAN TOTAL	909,627	25,436	24.0	31.8	18.5	12.0	.0280
OTHER COUNTIES							
Adams	27,955	19,147	28.5	33.2	9.7	4.7	.0010
Bannock	633,147	22,399	25.1	32.8	15.7	7.6	.0249
Pocatello	447,282	21,725	25.5	31.6	15.4	7.4	.0179
Bear Lake	62,399	20,645	26.3	34.3	11.6	5.7	.0023
Benewah	81,708	22,590	20.2	35.4	14.1	6.8	.0029
Bingham	340,449	23,307	24.4	30.9	16.3	10.9	.0117
Blaine	146,616	19,805	31.5	27.6	12.4	9.5	.0060
Boise	36,825	21,535	26.7	34.4	14.6	5.6	.0010
Bonner	208,535	15,436	30.4	25.1	8.9	3.9	.0089
Bonneville	691,464	24,982	23.8	32.3	17.7	11.5	.0276
Boundary	55,572	16,672	29.8	28.3	10.2	2.8	.0026
Butte	32,312	21,333	26.4	27.8	14.1	11.1	.0011
Camas	8,901	22,400	27.6	35.0	12.0	11.0	.0001
Canyon	749,514	18,845	30.7	28.9	11.7	6.2	.0309
Caribou	93,082	26,000	19.9	40.1	14.7	9.6	.0032
Cassia	159,996	18,906	30.6	29.0	12.0	6.1	.0086
Clark	7,100	18,111	35.0	30.7	5.7	7.3	.0002
Clearwater	103,123	23,944	23.6	32.7	16.8	9.1	.0033
Custer	45,769	17,115	32.5	27.4	9.3	5.5	.0017
Elmore	160,011	16,317	41.4	26.5	7.6	3.3	.0064
Franklin	65,474	19,241	33.8	33.3	10.5	3.4	.0027
Fremont	107,195	22,786	24.2	32.2	15.7	9.3	.0035
Gem	94,051	16,118	27.4	26.5	10.3	4.5	.0035
Gooding	101,159	16,287	34.3	24.8	8.4	5.2	.0038
Idaho	107,883	15,798	34.5	26.5	8.0	2.6	.0039
Jefferson	116,619	19,227	28.4	31.1	11.9	4.8	.0046
Jerome	135,896	18,863	31.9	29.5	10.3	6.7	.0052
Kootenai	694,150	21,577	26.5	28.4	15.5	9.6	.0247
Latah	298,988	20,397	27.7	27.0	14.2	9.6	.0112
Lemhi	57,796	15,860	35.4	24.7	9.6	2.5	.0024
Lewis	40,618	23,333	24.5	30.6	18.1	8.9	.0013
Lincoln	24,007	15,625	34.7	26.7	6.9	2.7	.0012
Madison	152,948	20,642	30.2	30.2	12.4	9.2	.0069
Minidoka	196,847	22,082	26.5	34.6	14.7	8.9	.0064
Nez Perce	361,805	22,490	22.5	28.3	16.1	10.5	.0140
Oneida	23,831	17,343	31.2	29.8	9.6	2.7	.0009
Owyhee	57,465	14,483	33.7	20.6	6.8	4.4	.0022
Payette	129,002	16,408	33.2	26.1	8.4	4.6	.0046
Power	74,115	23,242	23.5	33.3	14.7	10.2	.0024
Shoshone	206,685	28,147	19.3	29.2	20.8	14.9	.0067
Teton	21,014	17,931	33.0	29.4	9.7	5.2	.0009
Twin Falls	549,738	20,894	28.5	30.3	12.8	9.4	.0221
Valley	57,676	20,718	31.2	31.3	14.8	6.3	.0025
Washington	70,831	15,792	31.6	23.5	9.0	6.6	.0023
TOTAL METRO COUNTIES	**2,275,529**	**23,983**	**25.6**	**29.9**	**16.8**	**12.1**	**.0785**
TOTAL STATE	**9,685,400**	**21,009**	**27.5**	**29.6**	**14.1**	**8.8**	**.3628**

ILLINOIS

ILL.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
AURORA - ELGIN	**349.2**	**.1451**	**30.1**	**11.8**	**18.8**	**19.4**	**21.4**	**121.9**	**1,686,566**	**338,548**	**154,130**	**198,071**	**64,949**	**312,625**	**86,078**
Kane	308.1	.1280	30.1	11.2	18.6	19.1	21.8	107.7	1,598,350	315,217	148,461	193,167	60,855	291,951	83,498
• Aurora	89.8	.0373	29.0	12.3	19.2	16.4	22.1	31.7	654,668	71,983	50,788	178,728	32,159	101,650	19,131
• Elgin	70.8	.0294	30.9	12.0	20.3	16.6	25.1	27.1	427,085	77,539	24,623	30,735	19,196	104,569	26,218
Kendall	41.1	.0171	29.7	10.0	19.1	21.9	18.0	14.2	88,216	23,331	5,669	4,904	4,094	20,674	2,580
SUBURBAN TOTAL	188.6	.0784	30.3	10.1	18.0	21.9	19.6	63.1	604,813	189,026	78,719	11,392	13,594	106,406	40,729
BLOOMINGTON - NORMAL	**125.1**	**.0519**	**28.2**	**21.4**	**17.4**	**16.3**	**21.9**	**45.5**	**772,241**	**132,525**	**74,310**	**111,134**	**37,746**	**159,510**	**31,267**
McLean	125.1	.0519	28.2	21.4	17.4	16.3	21.9	45.5	772,241	132,525	74,310	111,134	37,746	159,510	31,267
• Bloomington	47.6	.0198	30.5	16.9	20.2	15.0	25.8	20.4	539,533	71,097	48,271	86,035	29,431	142,966	20,998
• Normal	36.9	.0153	23.5	41.2	14.2	13.8	13.0	10.5	147,279	38,963	17,753	21,996	5,814	1,655	9,420
SUBURBAN TOTAL	40.6	.0168	32.2	8.8	17.7	19.9	25.1	14.6	85,429	22,465	8,286	3,103	2,501	14,889	849
CHAMPAIGN - URBANA - RANTOUL	**168.8**	**.0701**	**26.4**	**26.0**	**19.7**	**15.3**	**17.7**	**61.5**	**997,214**	**170,392**	**110,840**	**143,096**	**44,329**	**191,828**	**38,264**
Champaign	168.8	.0701	26.4	26.0	19.7	15.3	17.7	61.5	997,214	170,392	110,840	143,096	44,329	191,828	38,264
• Champaign	60.0	.0249	25.1	32.7	19.1	13.1	18.1	23.2	524,434	87,094	64,387	90,481	22,709	71,864	25,407
• Rantoul	19.9	.0083	23.5	29.0	19.5	13.6	10.4	5.9	95,706	7,721	8,606	7,458	3,231	41,985	1,089
• Urbana	33.7	.0140	25.0	35.1	20.9	11.6	17.5	11.9	157,056	33,759	23,354	20,326	4,702	16,281	8,542
SUBURBAN TOTAL	55.2	.0229	30.1	12.0	19.9	20.3	19.9	20.5	220,018	41,818	14,493	24,631	13,687	61,698	3,226
CHICAGO	**6,127.1**	**2.5441**	**32.0**	**11.5**	**17.8**	**19.2**	**25.6**	**2,238.0**	**35,627,510**	**6,283,706**	**3,422,880**	**4,163,874**	**1,972,348**	**6,966,431**	**1,782,885**
Cook	5,221.8	2.1682	32.3	11.6	17.5	18.7	26.5	1,916.3	29,317,980	5,356,747	2,963,725	3,411,498	1,706,864	5,493,163	1,536,350
Arlington Heights	68.5	.0284	33.9	9.4	15.8	24.7	23.6	23.6	540,742	93,395	43,014	25,544	34,780	191,417	23,570

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SOURCES: Belden CMS; S&MM

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S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Berwyn	45.1	.0187	42.9	9.5	14.4	16.6	42.7	19.3	216,766	26,385	26,365	15,548	12,730	49,782	18,976
• Chicago	2,996.7	1.2443	31.5	12.1	17.8	17.5	26.3	1,122.2	13,053,879	2,591,234	1,549,443	1,449,372	774,748	1,683,807	798,950
• Chicago Heights	35.2	.0146	29.7	12.3	16.0	16.8	24.8	11.7	303,125	38,465	21,901	15,507	5,440	151,063	7,554
Cicero	60.6	.0252	36.3	10.9	16.0	16.8	34.8	24.6	173,354	41,854	28,865	2,463	5,770	35,585	7,976
Des Plaines	56.7	.0235	35.0	10.5	16.2	21.5	28.5	20.5	409,485	56,492	55,610	15,699	7,095	139,556	19,033
• Evanston	71.2	.0296	32.6	16.5	20.3	17.4	27.6	27.8	503,494	76,659	39,199	22,965	34,791	182,561	17,017
Mount Prospect	53.0	.0220	33.4	11.6	16.7	23.1	24.2	19.5	504,691	97,615	28,060	96,973	28,257	52,279	21,493
Oak Lawn	57.8	.0240	37.9	11.0	12.5	18.9	34.7	20.4	608,163	99,945	37,297	55,645	27,732	232,233	27,559
Oak Park	54.5	.0226	32.9	10.1	22.5	18.3	26.9	23.1	299,718	63,860	19,409	18,961	17,668	86,925	17,246
Schaumburg	57.3	.0238	29.5	9.9	25.9	23.3	12.3	21.5	1,150,048	91,107	34,860	237,157	95,057	411,725	19,391
Skokie	59.1	.0245	41.5	9.0	13.3	19.6	39.0	22.6	681,392	63,909	45,881	115,042	55,422	158,719	24,438
Du Page	**737.1**	**.3060**	**31.0**	**10.7**	**20.1**	**22.0**	**19.9**	**263.6**	**5,658,132**	**783,872**	**405,450**	**696,171**	**240,414**	**1,281,086**	**212,174**
Downers Grove	44.2	.0184	33.0	9.3	19.3	22.2	24.1	16.9	408,603	78,382	21,584	161	19,476	143,503	19,481
Elmhurst	45.4	.0189	35.1	10.2	14.9	20.9	29.3	15.9	343,728	51,681	23,109	82	6,193	159,245	10,943
Naperville	57.5	.0239	31.1	8.3	17.2	26.3	16.9	18.8	649,922	111,379	29,628	115	14,449	68,594	24,618
Wheaton	50.9	.0211	31.2	12.9	19.8	21.0	21.4	18.1	219,698	42,983	10,101	67	10,470	82,919	15,896
McHenry	168.2	.0699	31.1	9.5	18.5	21.2	21.6	58.1	651,398	143,087	53,705	56,205	25,070	172,182	34,361
SUBURBAN TOTAL	3,024.0	1.2556	32.5	10.7	17.8	20.9	24.8	1,076.3	21,767,012	3,577,348	1,812,337	2,676,030	1,157,369	4,929,000	959,364
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***8,098.1***	***3.3626***	***31.6***	***11.5***	***17.8***	***19.3***	***24.6***	***2,905.6***	***45,989,203***	***8,258,039***	***4,347,245***	***5,269,138***	***2,380,575***	***9,463,310***	***2,282,875***
DAVENPORT - ROCK ISLAND - MOLINE	**399.5**	**.1616**	**31.2**	**11.7**	**17.6**	**18.4**	**24.8**	**146.8**	**2,184,267**	**430,937**	**215,834**	**305,478**	**84,110**	**509,232**	**83,289**
Henry	56.7	.0235	32.9	9.7	15.6	19.0	27.7	20.9	199,290	40,479	19,056	8,873	10,091	50,572	9,739
Rock Island	165.5	.0687	32.1	12.0	16.7	18.1	27.1	63.2	1,019,506	188,224	100,109	145,841	28,842	258,637	46,276
• Moline	46.0	.0191	33.4	11.9	17.2	17.7	29.5	18.9	449,506	60,533	49,220	105,746	19,417	88,581	16,420
• Rock Island	45.5	.0189	32.2	14.0	15.6	15.4	30.3	17.6	187,609	30,369	20,814	11,989	3,552	46,978	10,551
Scott, Iowa	*167.3*	*.0694*	*29.9*	*12.0*	*19.4*	*18.5*	*21.5*	*62.7*	*965,471*	*202,234*	*96,659*	*150,764*	*45,177*	*200,023*	*27,274*
• Davenport	*104.7*	*.0435*	*30.0*	*13.2*	*19.6*	*16.6*	*23.5*	*40.9*	*699,100*	*135,143*	*69,401*	*113,797*	*37,111*	*165,332*	*20,637*
SUBURBAN TOTAL	193.3	.0801	31.2	10.2	17.4	20.3	23.0	69.4	848,052	204,892	76,389	73,946	24,030	208,341	35,681
DECATUR	**131.7**	**.0547**	**32.2**	**11.2**	**16.7**	**18.5**	**26.8**	**50.3**	**763,499**	**144,343**	**59,864**	**120,447**	**38,693**	**165,904**	**30,473**
Macon	131.7	.0547	32.2	11.2	16.7	18.5	26.8	50.3	763,499	144,343	59,864	120,447	38,693	165,904	30,473
• Decatur	94.0	.0390	32.6	11.9	16.3	17.1	29.1	37.3	626,577	117,463	50,618	87,724	34,752	148,779	27,571
SUBURBAN TOTAL	37.7	.0157	31.1	9.3	17.7	22.1	20.9	13.0	136,922	26,880	9,246	32,723	3,941	17,125	2,902
JOLIET	**383.6**	**.1593**	**29.4**	**10.9**	**19.4**	**19.7**	**19.5**	**125.6**	**1,515,522**	**290,386**	**129,822**	**156,693**	**44,510**	**359,110**	**78,536**
Grundy	33.2	.0138	31.6	10.6	17.0	19.0	25.2	12.1	145,226	33,053	11,253	10,225	3,572	37,143	6,570
Will	350.4	.1455	29.2	10.9	19.6	19.8	18.9	113.5	1,370,296	257,333	118,569	146,468	40,938	321,967	71,966
• Joliet	79.2	.0329	31.0	12.5	17.4	15.3	27.7	28.4	629,083	105,310	48,866	136,255	22,783	165,049	30,601
SUBURBAN TOTAL	304.4	.1264	29.0	10.5	20.0	20.8	17.3	97.2	886,439	185,076	80,956	50,438	21,727	194,061	47,935

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ILL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
KANKAKEE	**104.1**	**.0432**	**30.9**	**11.5**	**16.6**	**17.8**	**25.3**	**37.1**	**478,850**	**102,771**	**47,178**	**56,802**	**21,985**	**116,216**	**22,819**
Kankakee	104.1	.0432	30.9	11.5	16.6	17.8	25.3	37.1	478,850	102,771	47,178	56,802	21,985	116,216	22,819
• Kankakee	29.4	.0122	31.9	11.6	15.9	15.3	29.8	11.3	229,641	40,658	23,313	29,140	14,834	46,688	17,795
SUBURBAN TOTAL	74.7	.0310	30.5	11.5	16.9	18.8	23.6	25.8	249,209	62,113	23,865	27,662	7,151	69,328	5,024
LAKE COUNTY	**472.6**	**.1962**	**30.2**	**12.5**	**18.4**	**20.9**	**20.2**	**156.6**	**2,875,529**	**417,838**	**202,607**	**246,110**	**127,245**	**1,026,037**	**120,858**
Lake	472.6	.1962	30.2	12.5	18.4	20.9	20.2	156.6	2,875,529	417,838	202,607	246,110	127,245	1,026,037	120,858
• North Chicago	40.6	.0169	23.0	36.7	17.1	11.6	11.0	7.7	47,353	13,479	11,854		123	5,035	1,546
• Waukegan	71.8	.0298	30.4	12.9	18.5	17.2	24.2	26.6	561,928	74,349	38,862	98,496	26,926	168,201	22,331
SUBURBAN TOTAL	360.2	.1495	31.3	9.7	18.3	32.7	20.5	122.3	2,266,248	329,810	151,891	147,614	100,196	852,801	96,981
PEORIA	**370.8**	**.1539**	**31.3**	**11.6**	**17.5**	**18.5**	**25.1**	**137.5**	**1,893,714**	**385,731**	**163,874**	**259,134**	**89,415**	**452,464**	**59,967**
Peoria	200.9	.0834	31.4	12.3	17.7	17.5	26.2	76.0	1,138,545	206,057	107,685	196,948	64,317	221,942	36,740
• Peoria	121.5	.0504	31.1	13.6	17.6	16.2	26.8	47.3	872,817	130,150	81,873	193,796	60,862	161,520	25,865
Tazewell	134.7	.0559	31.3	10.7	17.7	20.0	23.4	49.4	646,697	160,518	49,175	62,096	21,492	183,180	21,365
• Pekin	34.1	.0142	32.4	11.2	17.2	18.3	27.3	13.5	261,959	59,333	16,352	41,445	12,715	66,056	7,873
Woodford	35.2	.0146	31.0	10.8	16.9	18.3	25.0	12.1	108,472	19,156	7,014	90	3,606	47,342	1,862
SUBURBAN TOTAL	215.2	.0893	31.3	10.6	17.6	19.8	23.7	76.7	758,938	196,248	65,649	23,893	15,838	224,888	26,229
ROCKFORD	**282.0**	**.1171**	**31.6**	**10.9**	**17.6**	**19.2**	**24.7**	**104.4**	**1,611,477**	**319,917**	**139,627**	**220,735**	**83,879**	**372,752**	**46,465**
Boone	29.9	.0124	31.4	10.1	16.5	20.6	23.5	10.6	123,311	28,136	9,156	9,472	2,222	47,455	2,471
Winnebago	252.1	.1047	31.6	11.0	17.8	19.1	24.8	93.8	1,488,166	291,781	130,471	211,263	81,657	325,297	43,994
• Rockford	137.5	.0571	32.0	11.7	17.8	16.7	28.0	53.7	1,037,930	209,959	80,471	147,989	65,317	264,156	33,018
SUBURBAN TOTAL	144.5	.0600	31.1	10.1	17.4	21.6	21.6	50.7	573,547	109,958	59,156	72,748	18,562	108,396	13,447
SPRINGFIELD	**195.4**	**.0812**	**32.7**	**10.5**	**18.3**	**18.3**	**27.4**	**78.7**	**1,148,814**	**209,916**	**103,068**	**163,586**	**56,068**	**231,568**	**65,357**
Menard	12.5	.0052	34.1	8.6	15.9	19.7	29.0	4.7	25,827	7,265	1,820	598	98	6,393	2,184
Sangamon	182.9	.0760	32.6	10.7	18.4	18.2	27.4	74.0	1,122,987	202,651	101,248	162,988	55,970	225,175	63,173
• Springfield	104.1	.0432	32.9	11.5	19.0	16.4	29.5	44.9	949,343	154,785	76,889	160,021	48,902	209,629	60,762
SUBURBAN TOTAL	91.3	.0380	32.4	9.4	17.5	20.4	25.1	33.8	199,471	55,131	26,179	3,565	7,166	21,939	4,595
OTHER COUNTIES															
Adams	71.3	.0296	33.8	10.9	15.5	17.2	30.9	27.3	460,324	87,473	33,910	88,141	19,385	125,744	15,343
Quincy	41.7	.0173	35.4	12.2	14.7	15.6	34.8	17.0	425,393	82,694	30,681	87,804	18,485	106,675	15,320
Alexander	12.3	.0051	35.1	9.2	13.6	15.3	34.8	4.9	43,008	9,127	3,335	3,222	1,389	9,725	1,281
Bond	16.6	.0069	34.0	13.2	13.7	16.8	31.9	6.1	55,634	11,494	4,269	1,872	1,023	15,841	1,295
Brown	5.5	.0023	37.8	8.3	13.6	15.7	37.3	2.2	16,575	5,494	1,131	495	306	5,079	563
Bureau	39.0	.0162	34.6	9.5	14.7	17.3	32.1	14.8	148,426	35,617	13,051	6,710	8,908	38,022	4,040
Calhoun	6.1	.0025	37.4	9.0	12.6	18.2	34.9	2.1	15,994	2,442	1,804	400	643	5,893	466
Carroll	18.3	.0076	35.1	9.3	14.9	17.5	32.6	7.0	49,307	15,067	5,175	1,646	1,435	8,542	2,170
Cass	14.9	.0062	34.7	9.2	15.1	18.0	31.5	5.5	40,809	12,560	3,393	2,772	1,771	8,715	941
Christian	36.6	.0152	34.7	9.6	14.8	17.9	31.7	14.3	164,762	41,201	9,182	19,084	5,126	40,050	5,585
Clark	16.9	.0070	36.5	9.5	14.1	17.7	34.2	6.7	53,122	14,717	3,843	938	967	11,356	2,195

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S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Clay	15.7	.0065	36.4	9.3	14.0	16.5	35.2	6.2	54,124	12,871	2,769	2,515	2,022	13,654	1,954
☐ Clinton	34.5	.0143	30.9	11.8	15.1	17.1	26.8	11.9	130,132	26,845	10,921	4,631	8,363	35,322	1,947
Coles	53.4	.0222	29.3	22.7	14.8	15.3	26.2	19.5	275,633	56,244	28,415	34,384	13,015	61,190	14,719
Crawford	21.2	.0088	36.3	9.5	14.9	17.7	34.0	8.3	105,224	25,055	5,912	10,763	2,471	24,899	4,142
Cumberland	11.5	.0048	33.2	10.1	13.0	17.1	30.1	4.4	33,292	6,016	3,297	416	828	10,938	840
De Kalb	73.0	.0303	26.5	26.0	16.3	15.5	20.6	25.1	324,137	64,720	33,403	19,798	16,570	79,624	10,572
De Witt	18.8	.0078	34.3	9.6	15.4	18.7	30.1	7.3	71,678	16,167	4,438	2,406	1,358	28,211	1,543
Douglas	20.1	.0084	33.7	10.4	15.0	18.5	29.5	7.5	89,388	23,125	6,202	2,167	5,059	19,465	2,309
Edgar	21.0	.0087	35.8	9.0	14.7	17.6	33.4	8.4	103,849	23,774	8,365	6,505	2,753	27,847	4,593
Edwards	8.5	.0036	35.5	9.9	14.7	16.6	34.0	3.6	33,008	12,719	1,466	547	1,774	3,110	
Effingham	33.6	.0139	31.2	10.9	16.3	17.2	26.6	12.1	273,546	45,450	22,094	14,964	15,103	54,237	3,703
Fayette	22.8	.0095	34.9	10.4	14.8	17.1	32.7	8.4	80,785	17,553	6,477	8,890	1,631	18,009	942
Ford	14.7	.0061	36.2	9.4	14.0	18.3	33.2	5.8	55,030	14,479	4,081	1,954	622	10,596	2,049
Franklin	44.2	.0183	37.1	9.0	14.0	17.2	35.6	17.8	218,213	50,945	17,411	23,493	8,738	49,706	10,136
Fulton	42.4	.0176	34.6	9.6	15.0	17.8	31.5	16.2	164,425	45,972	13,307	9,884	7,020	36,342	7,829
Gallatin	7.7	.0032	36.0	9.0	14.0	18.9	32.5	3.0	15,778	4,545	901	264	767	3,516	968
Greene	16.2	.0068	35.9	9.6	13.3	17.0	34.2	6.2	52,259	15,900	3,415	1,411	1,189	14,889	1,841
Hamilton	9.3	.0038	39.0	9.1	13.0	17.3	37.7	3.9	24,740	5,304	1,040	1,859	1,170	6,383	1,429
Hancock	24.0	.0100	35.0	10.0	14.5	17.3	32.7	9.4	65,591	15,590	4,046	912	2,248	22,222	1,429
Hardin	5.7	.0023	37.1	8.1	14.5	17.9	34.8	2.1	7,253	3,084	702	131	392	1,096	390
Henderson	9.5	.0040	33.5	10.2	15.1	18.7	28.9	3.5	20,227	3,649	3,332	190	710	4,631	143
Iroquois	32.8	.0137	35.0	9.5	14.5	18.2	31.8	12.5	118,684	27,735	8,324	10,237	5,333	26,440	2,856
Jackson	62.4	.0259	26.4	28.0	18.0	13.7	20.9	23.9	391,767	52,813	29,559	62,876	18,306	90,506	5,895
Jasper	11.7	.0048	34.0	10.4	14.0	16.8	31.8	4.3	64,025	12,660	1,692	3,105	1,614	20,286	553
Jefferson	38.9	.0162	34.0	9.6	16.2	17.2	31.2	15.7	236,060	42,573	20,856	36,258	11,571	47,081	5,941
☐ Jersey	21.2	.0088	31.8	13.1	14.8	18.7	26.6	7.2	68,456	13,820	6,219	11,418	2,484	20,473	1,845
Jo Daviess	24.1	.0100	32.8	9.5	15.6	17.8	28.8	9.0	79,134	14,939	8,497	1,201	2,038	15,480	3,103
Johnson	10.5	.0043	35.3	10.4	16.6	19.0	31.5	3.8	22,944	6,375	1,538	1,360	1,138	3,774	777
Knox	60.5	.0251	33.8	11.0	16.2	18.0	30.2	23.3	347,626	69,983	29,576	50,961	15,822	77,549	13,100
La Salle	111.2	.0462	34.4	10.7	14.9	17.6	31.5	43.2	613,618	126,487	46,434	67,444	26,154	149,989	21,267
Lawrence	17.9	.0074	36.7	9.3	14.2	16.4	35.6	6.8	77,499	26,376	3,953	3,639	2,991	9,725	3,374
Lee	35.7	.0149	32.9	10.7	16.6	18.2	28.3	12.9	105,827	12,447	8,929	4,165	3,732	40,528	4,689
Livingston	42.4	.0176	32.9	11.9	16.5	17.6	29.0	14.9	170,743	36,069	12,097	14,858	8,033	49,732	4,315
Logan	31.5	.0130	33.9	13.3	16.3	18.0	30.2	11.0	136,837	27,821	13,570	15,406	5,994	35,727	3,633
McDonough	36.8	.0153	27.1	27.4	14.3	14.2	24.4	12.9	179,825	39,253	19,087	16,121	7,195	30,966	8,167
Macoupin	51.4	.0213	34.9	10.0	14.5	17.1	32.8	19.7	193,310	47,038	10,727	13,498	8,460	51,212	9,027
☐ Madison	248.0	.1030	33.0	11.1	15.9	19.0	27.9	92.9	1,415,780	311,838	117,899	237,321	50,062	334,796	34,174
• Alton	33.0	.0137	34.0	11.1	14.9	15.5	33.0	13.0	314,172	40,132	25,461	90,534	14,582	69,956	6,168
• Granite City	35.7	.0148	33.0	11.5	15.6	18.2	28.7	13.6	219,115	57,168	20,700	17,609	4,273	38,249	9,127
Marion	46.7	.0194	34.5	10.0	14.7	17.8	31.5	17.7	254,581	61,774	17,983	30,022	10,431	62,020	8,354
Marshall	14.4	.0060	34.2	9.5	15.0	17.8	31.0	5.3	30,775	9,330	3,163	1,614	558	4,879	1,782
Mason	19.7	.0082	33.3	9.2	15.4	18.3	29.1	7.3	67,355	16,011	5,610	5,551	2,271	15,365	2,167
Massac	15.4	.0063	36.9	9.6	13.8	18.0	34.5	6.2	45,198	10,181	2,441	1,263	1,032	12,269	2,445
Mercer	20.1	.0084	33.3	9.2	15.5	19.9	27.4	7.4	39,859	12,384	3,579	1,922	1,806	7,419	1,472
☐ Monroe	21.1	.0087	33.8	10.4	14.7	19.5	28.7	7.5	82,295	22,848	7,250	14,269	1,834	19,327	2,378
Montgomery	32.9	.0137	35.8	9.6	14.3	16.5	34.4	12.3	147,846	35,626	9,118	17,011	4,432	32,986	5,500
Morgan	38.1	.0158	33.3	12.4	15.4	17.8	29.6	14.4	211,951	45,260	15,994	31,475	8,440	49,448	8,752
Moultrie	15.0	.0063	34.7	9.5	15.4	18.2	31.4	5.4	49,226	9,333	3,454	1,367	856	13,448	3,108
Ogle	47.7	.0198	32.6	10.1	15.8	19.9	26.3	17.7	144,707	36,104	11,106	2,995	2,120	43,295	5,168

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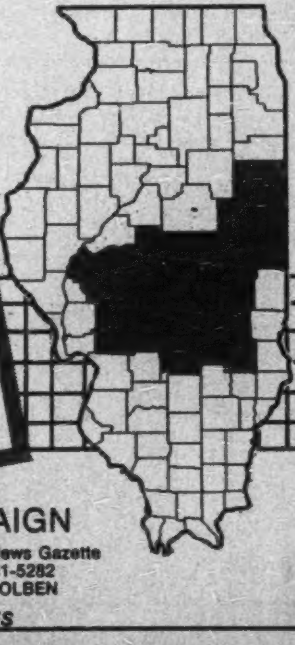

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ILL. (cont.)
S&MM ESTIMATES

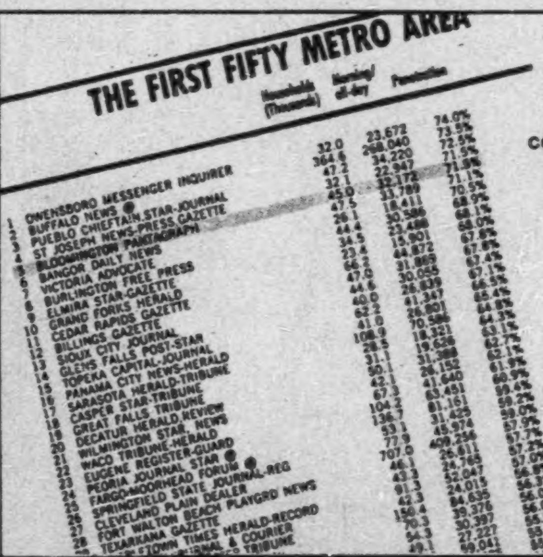
POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP -1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Perry	23.0	.0095	34.4	9.2	15.4	17.3	31.9	8.9	102,368	26,030	7,229	13,565	3,830	19,058	6,248
Piatt	17.1	.0071	33.6	9.1	16.2	20.0	27.7	6.4	49,702	11,465	2,542	1,915	1,712	19,091	2,354
Pike	18.7	.0078	37.4	8.6	14.0	17.1	35.9	7.5	62,357	14,287	5,382	3,311	1,360	12,473	967
Pope	4.6	.0019	35.8	11.5	12.6	17.3	33.6	1.8	4,702	1,509	209	73	285	2,120	40
Pulaski	9.0	.0037	35.7	9.2	12.2	14.8	36.0	3.5	12,345	4,589	761	425	386	2,660	561
Putnam	6.7	.0028	32.1	10.3	17.0	18.7	26.3	2.3	15,582	3,907	790			3,810	1,468
Randolph	37.0	.0154	32.9	11.6	17.6	17.2	29.1	12.6	167,402	44,156	10,491	22,931	7,363	44,264	3,983
Richland	17.9	.0074	34.6	10.9	14.9	18.5	31.0	7.1	109,642	16,472	6,347	17,967	4,566	24,703	4,174
☐ St. Clair	265.8	.1104	30.8	11.6	15.9	17.7	25.6	94.5	1,329,381	251,081	111,217	234,886	54,083	282,987	30,557
• Belleville	41.9	.0174	37.6	10.9	15.4	15.8	37.0	17.2	387,738	80,272	29,752	21,847	17,383	146,039	13,257
• East St. Louis	50.5	.0210	24.9	11.5	14.5	14.7	20.6	15.9	124,211	33,752	9,681	5,999	3,275	10,955	6,538
Saline	28.9	.0120	38.5	9.2	13.6	17.7	36.8	12.1	187,902	45,280	14,469	27,754	8,167	36,394	11,589
Schuyler	8.3	.0034	36.3	8.5	15.1	17.4	34.2	3.2	27,097	7,837	2,849	411	1,240	5,719	1,628
Scott	6.2	.0026	36.3	10.3	13.5	17.5	34.0	2.3	14,857	3,328	1,078	524		7,344	653
Shelby	24.5	.0101	34.9	9.4	14.2	17.9	31.9	9.2	68,141	18,832	4,099	1,952	4,830	18,162	2,537
Stark	7.4	.0031	34.7	9.4	14.3	17.5	32.1	2.8	14,652	4,239	720		317	6,388	195
Stephenson	50.0	.0208	33.6	10.5	15.6	18.3	29.5	19.2	243,646	48,829	19,220	25,446	9,170	79,216	11,794
Union	18.6	.0077	39.4	7.8	15.4	16.9	38.7	7.6	67,690	18,747	5,501	9,889	3,063	14,492	2,347
Vermilion	94.1	.0391	33.3	10.2	16.0	18.1	29.1	36.4	540,161	123,342	44,260	70,357	21,372	105,440	22,790
Wabash	14.3	.0059	33.4	11.1	15.6	17.1	30.4	5.5	95,322	22,367	6,912	12,167	2,222	24,946	1,665
Warren	21.9	.0091	33.1	11.6	14.8	17.4	29.8	8.1	77,855	16,962	7,364	5,562	2,012	23,819	2,608
Washington	15.9	.0066	36.4	9.0	14.2	16.6	35.2	5.9	42,164	7,431	3,360	1,743	1,261	16,094	1,195
Wayne	18.6	.0078	37.4	9.5	13.2	17.6	35.4	7.6	109,632	19,330	4,602	9,689	2,655	25,083	2,179
White	18.3	.0076	38.6	9.2	14.2	17.7	36.8	7.4	78,601	12,992	4,317	4,450	2,254	29,783	1,482
Whiteside	66.2	.0274	31.8	10.9	15.9	18.3	26.6	24.3	283,577	49,587	21,330	31,532	12,815	71,416	14,235
Williamson	61.4	.0255	34.9	9.7	16.3	18.7	31.2	24.6	320,887	70,080	24,296	20,829	12,435	91,763	11,637
TOTAL METRO COUNTIES	**9,523.2**	**3.9542**	**31.6**	**11.8**	**17.9**	**19.0**	**24.8**	**3,455.2**	**53,615,776**	**9,651,208**	**4,980,871**	**6,496,922**	**2,736,926**	**11,336,559**	**2,489,885**
TOTAL STATE	**11,640.4**	**4.8333**	**31.9**	**11.8**	**17.4**	**18.7**	**25.9**	**4,258.7**	**62,157,798**	**11,719,722**	**5,716,552**	**7,442,997**	**3,117,431**	**13,670,455**	**2,829,069**

ILL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
AURORA - ELGIN	**4,516,473**	**29,991**	**18.3**	**30.7**	**23.1**	**16.8**	**.1459**
Kane	4,013,436	29,947	18.7	30.1	22.6	17.4	.1317
• Aurora	1,093,016	27,538	20.4	31.2	20.6	14.0	.0411
• Elgin	902,620	26,714	21.8	31.4	19.9	13.1	.0312
Kendall	503,037	30,304	16.1	33.9	26.8	12.9	.0142
SUBURBAN TOTAL	2,520,837	32,810	15.9	30.0	25.8	19.8	.0736
BLOOMINGTON - NORMAL	**1,617,607**	**26,691**	**22.2**	**27.1**	**19.4**	**16.0**	**.0559**
McLean	1,617,607	26,691	22.2	27.1	19.4	16.0	.0559
• Bloomington	651,902	22,731	25.5	26.9	16.6	12.2	.0272
• Normal	424,977	29,422	20.4	25.4	19.9	21.1	.0138
SUBURBAN TOTAL	540,728	30,038	18.9	28.8	22.8	17.5	.0149
CHAMPAIGN - URBANA - RANTOUL	**1,908,985**	**21,541**	**25.9**	**26.9**	**15.3**	**11.1**	**.0695**
Champaign	1,908,985	21,541	25.9	26.9	15.3	11.1	.0695
• Champaign	679,598	19,320	25.1	24.8	13.6	10.1	.0284
• Rantoul	196,323	19,840	36.5	26.9	15.6	7.0	.0072
• Urbana	351,110	18,886	27.1	23.9	13.0	10.6	.0125
SUBURBAN TOTAL	681,934	26,004	23.3	30.8	18.6	13.7	.0214
CHICAGO	**81,641,854**	**28,217**	**18.8**	**25.7**	**19.2**	**19.3**	**2.7327**
Cook	66,788,818	26,471	19.8	25.7	18.1	17.5	2.2566
Arlington Heights	1,163,858	41,862	11.6	21.2	25.8	36.1	.0381
Berwyn	623,892	25,096	22.7	27.8	17.9	14.4	.0196
• Chicago	33,100,411	21,115	22.4	25.2	14.7	12.4	1.1206
• Chicago Heights	371,592	25,174	20.2	27.2	19.3	13.3	.0161
Cicero	733,055	23,131	25.1	29.0	16.5	11.0	.0219
Des Plaines	855,424	35,308	15.4	26.6	25.9	24.5	.0288
• Evanston	1,170,408	29,201	20.1	27.2	12.1	23.5	.0376



THE FIRST FIFTY METRO AREA

Households (Thousands) | Morning/ all-day | Penetration

1 OWENSBORO MESSENGER INQUIRER
2 BUFFALO NEWS ●
3 PUEBLO CHIEFTAIN STAR-JOURNAL
4 ST JOSEPH NEWS-PRESS GAZETTE
5 BLOOMINGTON PANTAGRAPH
6 BANGOR DAILY NEWS
7 VICTORIA ADVOCATE
8 BURLINGTON FREE PRESS
9 ELMIRA STAR-GAZETTE
10 GRAND FORKS HERALD
11 CEDAR RAPIDS GAZETTE
12 BILLINGS GAZETTE
13 SIOUX CITY JOURNAL
14 GLENS FALLS POST-STAR
15 TOPEKA CAPITAL-JOURNAL
16 PANAMA CITY NEWS-HERALD
17 SARASOTA HERALD-TRIBUNE
18 CASPER STAR-TRIBUNE
19 GREAT FALLS TRIBUNE
20 DECATUR HERALD REVIEW
21 WILMINGTON STAR, NEWS
22 WACO TRIBUNE-HERALD
23 EUGENE REGISTER-GUARD
24 PEORIA JOURNAL STAR ●
25 FARGO-MOORHEAD FORUM ●
26 SPRINGFIELD STATE JOURNAL-REG
27 CLEVELAND PLAIN DEALER
28 FORT WALTON BEACH PLAYGRD NEWS
TEXARKANA GAZETTE
TIMES HERALD-RECORD
JOURNAL & COURIER
TRIBUNE

32.0 364.6 47.2 32.1 45.0 47.5 26.1 44.4 34.5 23.4 66.2 47.0 44.6 40.0 62.2 41.0 108.9 28.5 31.1 50.1 42.1 67.3 104.2 136.7 53.1 77.9 707.0 46.1 43.3 91.3 42.3 150.4 70.3 54.3 49.1

23.672 268.040 34.220 22.947 32.172 33.789 18.411 30.586 23.488 15.901 44.872 31.885 30.055 26.839 41.347 26.801 70.586 18.321 19.626 31.388 26.152 41.640 63.451 81.161 31.425 45.974 409.256 26.611 24.765 32.047 24.015 84.635 39.376 30.397 27.227 59.041

74.0% 73.5% 72.5% 71.5% 71.8% 71.1% 70.5% 68.9% 68.1% 68.0% 67.8% 67.8% 67.4% 67.1% 66.5% 65.4% 64.8% 64.3% 63.1% 62.7% 62.1% 61.9% 60.9% 59.4% 59.2% 59.0% 57.9% 57.7% 57.2% 57.0% 56.8% 56.3% 56.0% 56.0% 55.5% 55.4% 55.2%

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SOURCES: Belden CMS/1985, S&MM 1985 Survey of Buying Power; Circulation '85/'86

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Mount Prospect	874,341	37,403	13.3	25.5	25.2	29.4	.0309
Oak Lawn	840,766	33,421	16.3	26.8	23.2	24.0	.0329
Oak Park	853,014	28,083	21.4	27.7	18.6	19.6	.0262
Schaumburg	903,612	36,829	13.3	28.2	30.0	23.9	.0457
Skokie	1,066,539	37,662	15.6	22.9	22.5	31.9	.0386
Du Page	12,543,603	39,331	11.9	24.8	26.0	31.7	.4068
Downers Grove	797,596	39,952	13.4	22.5	25.1	32.9	.0267
Elmhurst	758,525	39,345	13.3	24.6	24.7	32.6	.0747
Naperville	1,029,037	48,098	8.9	15.7	24.7	46.6	.0371
Wheaton	890,665	39,950	12.5	23.8	24.8	33.9	.0249
McHenry	2,309,433	32,810	16.3	28.4	25.2	20.5	.0693
SUBURBAN TOTAL	46,999,443	35,287	14.8	26.1	24.2	26.3	1.5584
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***106,215,554***	***28,561***	***18.5***	***26.7***	***19.8***	***18.8***	***3.5582***
DAVENPORT - ROCK ISLAND - MOLINE	**4,956,299**	**27,098**	**19.9**	**30.0**	**20.5**	**13.9**	**.1678**
Henry	687,336	26,598	20.6	29.8	19.3	13.7	.0212
Rock Island	2,187,903	27,804	18.9	29.0	21.0	15.4	.0747
• Moline	678,189	28,149	18.9	28.9	20.6	17.2	.0256
• Rock Island	570,821	24,422	22.2	27.2	18.4	13.0	.0180
Scott, Iowa	*2,081,058*	*26,614*	*20.8*	*31.2*	*20.3*	*12.3*	*.0719*
• Davenport	*1,263,197*	*24,222*	*23.0*	*30.8*	*17.7*	*10.4*	*.0463*
SUBURBAN TOTAL	2,444,092	29,132	17.8	30.6	22.6	15.2	.0779
DECATUR	**1,699,274**	**26,456**	**19.8**	**29.8**	**19.4**	**14.4**	**.0576**
Macon	1,699,274	26,456	19.8	29.8	19.4	14.4	.0576
• Decatur	1,221,612	24,569	21.4	28.9	17.5	13.5	.0431
SUBURBAN TOTAL	477,662	31,368	15.5	32.0	24.9	16.9	.0145
JOLIET	**4,598,076**	**30,919**	**16.1**	**30.8**	**24.8**	**16.4**	**.1465**
Grundy	451,883	31,861	17.4	26.9	25.3	18.8	.0140
Will	4,146,193	30,838	16.1	31.0	24.8	16.2	.1325
• Joliet	908,942	25,110	20.7	27.8	17.8	13.2	.0363
SUBURBAN TOTAL	3,689,134	32,383	14.9	31.5	26.9	17.3	.1102
KANKAKEE	**1,086,308**	**22,780**	**23.4**	**31.1**	**15.8**	**9.5**	**.0384**
Kankakee	1,086,308	22,780	23.4	31.1	15.8	9.5	.0384
• Kankakee	304,173	19,487	25.9	29.3	10.9	8.5	.0128
SUBURBAN TOTAL	782,135	24,200	22.2	31.9	17.9	10.0	.0256
LAKE COUNTY	**7,232,102**	**34,370**	**15.6**	**25.5**	**21.9**	**27.1**	**.2304**
Lake	7,232,102	34,370	15.6	25.5	21.9	27.1	.2304
• North Chicago	383,175	21,782	30.3	32.0	14.1	9.4	.0112
• Waukegan	900,330	27,050	21.3	28.3	20.1	15.4	.0341
SUBURBAN TOTAL	5,948,597	37,093	13.5	24.5	22.7	30.7	.1851
PEORIA	**4,913,425**	**28,331**	**18.5**	**30.1**	**20.1**	**16.9**	**.1592**
Peoria	2,748,210	27,915	19.1	28.0	19.1	18.0	.0901
• Peoria	1,679,765	26,052	20.2	26.7	17.2	17.7	.0589
Tazewell	1,748,809	28,910	17.7	32.2	21.3	16.1	.0563
• Pekin	423,738	24,808	22.3	28.1	19.5	12.0	.0160
Woodford	416,406	28,204	18.5	33.6	21.6	13.9	.0128
SUBURBAN TOTAL	2,809,922	29,954	16.9	32.4	22.0	17.3	.0843
ROCKFORD	**3,433,660**	**26,976**	**20.0**	**31.9**	**20.5**	**12.2**	**.1193**
Boone	314,385	24,951	22.2	34.7	19.5	7.5	.0107
Winnebago	3,119,275	27,220	19.8	31.5	20.6	12.7	.1086
• Rockford	1,691,711	24,829	21.9	30.8	17.8	11.4	.0640
SUBURBAN TOTAL	1,741,949	28,985	18.1	32.9	23.3	13.1	.0553
SPRINGFIELD	**2,380,836**	**23,245**	**24.4**	**29.4**	**17.5**	**10.4**	**.0833**
Menard	121,662	21,256	26.2	35.3	12.5	5.4	.0036
Sangamon	2,259,174	23,398	24.2	29.0	17.9	10.8	.0797
• Springfield	1,305,243	21,541	25.5	27.5	15.8	10.3	.0524
SUBURBAN TOTAL	1,075,593	25,427	22.7	32.2	19.8	10.6	.0309
OTHER COUNTIES							
Adams	679,958	18,836	28.3	30.5	10.8	5.6	.0280
Quincy	408,765	17,386	29.5	28.1	9.7	5.4	.0199
Alexander	100,003	13,500	24.3	22.7	8.5	4.4	.0037
Bond	156,871	18,241	26.2	26.7	12.8	6.8	.0054
Brown	59,351	19,309	25.4	28.0	11.0	9.4	.0019
Bureau	446,223	23,157	24.4	31.0	15.6	10.7	.0144
Calhoun	48,105	16,745	27.8	26.9	9.9	5.2	.0017
Carroll	201,236	21,756	26.8	29.5	15.0	9.5	.0062
Cass	155,608	22,370	23.3	30.5	15.6	8.7	.0049
Christian	447,492	23,770	23.6	27.7	17.0	13.3	.0146
Clark	160,042	17,284	29.3	27.0	10.0	5.8	.0054
Clay	161,998	19,082	28.2	27.7	11.4	8.6	.0054
☐ Clinton	347,559	23,018	24.3	31.5	16.4	9.5	.0119
Coles	578,469	20,949	26.5	27.4	14.7	10.1	.0206
Crawford	272,326	24,902	22.5	27.8	17.2	15.4	.0088
Cumberland	107,118	18,488	30.1	30.1	10.3	5.6	.0037
De Kalb	818,973	24,370	22.8	30.0	18.0	11.3	.0275
De Witt	269,487	29,744	15.8	27.2	20.0	20.2	.0080
Douglas	238,910	25,540	23.1	30.6	19.1	11.4	.0079
Edgar	228,260	19,549	26.4	27.0	13.1	9.0	.0081
Edwards	109,758	23,191	26.1	28.4	16.5	11.3	.0033
Effingham	334,981	20,844	27.4	28.8	15.1	7.9	.0147
Fayette	223,540	18,847	29.8	27.0	12.3	7.7	.0076
Ford	155,421	20,361	30.4	31.7	12.2	7.0	.0052
Franklin	376,992	14,563	28.5	23.6	10.1	3.8	.0151
Fulton	409,581	20,012	26.1	31.1	12.9	6.0	.0143
Gallatin	68,617	16,224	27.5	24.8	9.6	6.5	.0023
Greene	127,168	15,266	32.5	24.5	8.6	3.1	.0047
Hamilton	122,180	22,831	23.5	26.3	15.5	13.9	.0034
Hancock	245,339	19,914	27.6	30.0	12.8	7.1	.0077
Hardin	35,285	12,118	31.7	20.1	4.4	2.1	.0014
Henderson	83,485	18,914	27.7	31.4	10.6	5.1	.0027
Iroquois	334,131	20,384	27.4	31.4	12.2	7.4	.0113
Jackson	642,679	17,031	26.6	21.9	11.8	10.0	.0251

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ILL. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Jasper	109,669	18,218	29.6	25.4	12.5	7.8	.0043
Jefferson	419,385	19,493	25.4	28.4	12.6	7.9	.0157
☐ Jersey	199,373	21,571	26.9	33.4	14.4	6.3	.0069
Jo Daviess	231,922	20,043	28.5	32.3	12.1	5.7	.0078
Johnson	77,391	14,959	31.6	24.5	8.0	3.2	.0027
Knox	620,760	20,453	27.4	31.5	13.6	6.1	.0235
La Salle	1,300,695	24,154	22.5	31.5	18.1	9.5	.0456
Lawrence	168,517	18,506	25.9	28.8	12.8	4.9	.0061
Lee	412,862	25,478	22.9	30.6	19.5	11.2	.0127
Livingston	456,854	23,937	22.9	33.0	16.6	10.2	.0153
Logan	336,964	23,348	24.6	30.8	17.6	9.1	.0115
McDonough	330,025	16,960	28.1	25.2	11.4	5.9	.0128
Macoupin	549,610	21,612	24.6	28.5	16.3	8.7	.0183
☐ Madison	2,543,816	22,186	23.9	31.4	16.6	7.0	.0964
• Alton	299,611	17,429	27.0	28.2	11.3	4.3	.0149
• Granite City	360,454	21,412	23.6	30.9	15.8	6.4	.0141
Marion	463,142	19,327	27.3	27.8	13.6	7.1	.0177
Marshall	149,259	22,807	22.2	34.2	14.2	8.7	.0046
Mason	200,971	21,611	23.9	32.0	13.7	8.4	.0066
Massac	140,497	16,577	27.0	25.6	11.8	4.5	.0048
Mercer	209,158	22,762	23.4	30.5	16.6	8.6	.0064
☐ Monroe	217,068	23,720	22.8	32.2	17.0	9.0	.0073
Montgomery	326,237	19,586	26.7	26.5	15.1	7.5	.0118
Morgan	412,912	20,680	27.0	28.4	14.9	8.3	.0150
Moultrie	150,059	21,915	25.0	31.9	14.9	7.8	.0051
Ogle	572,419	26,599	21.1	32.2	20.1	11.3	.0173
Perry	262,962	22,168	24.9	24.7	18.5	10.9	.0088

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Piatt	174,500	21,779	26.7	34.2	14.0	6.8	.0057
Pike	156,620	14,769	32.4	23.6	7.2	4.1	.0057
Pope	38,004	15,220	29.5	23.3	10.0	3.6	.0012
Pulaski	67,183	12,991	28.1	20.0	7.4	4.2	.0021
Putnam	77,434	28,000	18.7	31.7	21.0	13.6	.0024
Randolph	364,655	22,774	23.9	31.5	16.1	8.3	.0132
Richland	202,562	21,046	25.5	29.7	14.2	8.6	.0074
☐ St. Clair	2,700,616	21,561	22.4	26.4	16.2	10.3	.0989
• Belleville	507,004	22,136	24.8	27.3	16.0	11.1	.0209
• East St. Louis	297,998	10,569	21.1	16.8	8.8	5.1	.0122
Saline	270,970	15,107	27.8	22.8	10.6	5.5	.0113
Schuyler	78,444	18,500	27.0	29.0	11.4	6.0	.0027
Scott	60,899	20,255	25.2	30.6	12.9	7.0	.0019
Shelby	229,129	19,197	27.3	30.5	11.8	5.7	.0076
Stark	94,973	26,734	18.1	31.7	18.3	14.6	.0025
Stephenson	545,662	22,217	26.0	31.4	16.5	7.5	.0192
Union	176,953	16,017	32.3	25.1	7.3	6.6	.0062
Vermilion	1,017,473	21,545	24.0	29.7	15.4	8.7	.0375
Wabash	148,329	20,550	24.0	31.5	13.2	6.7	.0059
Warren	221,499	20,145	27.1	29.0	13.8	7.5	.0074
Washington	169,164	21,771	24.5	29.8	14.9	9.3	.0053
Wayne	171,226	16,187	30.8	25.6	9.1	4.9	.0070
White	212,288	20,285	27.4	27.7	11.9	11.0	.0070
Whiteside	702,901	23,789	23.4	32.1	18.2	8.1	.0242
Williamson	535,704	16,321	29.2	28.2	9.0	3.7	.0216
TOTAL METRO COUNTIES	**123,912,273**	**27,815**	**19.2**	**26.9**	**19.5**	**17.8**	**4.1560**
TOTAL STATE	**145,930,702**	**26,269**	**20.4**	**27.3**	**18.5**	**16.0**	**4.9304**

INDIANA

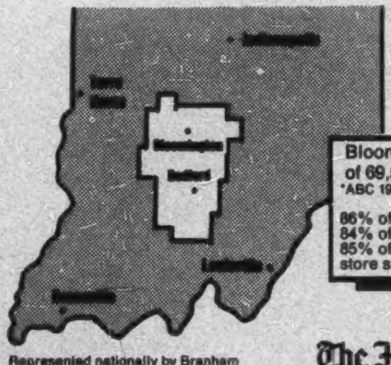
IND.

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**132.4**	**.0550**	**32.1**	**10.8**	**16.7**	**19.3**	**25.8**	**48.6**	**763,435**	**172,889**	**62,771**	**89,372**	**31,149**	**174,768**	**35,118**
Madison	132.4	.0550	32.1	10.8	16.7	19.3	25.8	48.6	763,435	172,889	62,771	89,372	31,149	174,766	35,118
• Anderson	61.0	.0253	32.3	12.2	16.1	17.1	28.5	23.9	544,084	127,968	48,630	57,912	24,969	133,058	22,064
SUBURBAN TOTAL	71.4	.0297	31.9	9.5	17.2	21.2	23.5	24.7	219,351	44,921	14,141	31,460	6,180	41,710	13,054
BLOOMINGTON	**101.4**	**.0421**	**26.1**	**28.3**	**19.3**	**15.3**	**17.5**	**36.0**	**547,149**	**104,773**	**59,392**	**72,753**	**24,757**	**108,843**	**18,688**
Monroe	101.4	.0421	26.1	28.3	19.3	15.3	17.5	36.0	547,149	104,773	59,392	72,753	24,757	108,843	18,688
• Bloomington	52.4	.0218	24.0	42.8	18.4	11.0	14.6	17.6	484,171	92,107	52,070	72,131	22,693	97,124	16,747
SUBURBAN TOTAL	49.0	.0203	30.3	12.7	20.4	20.0	20.5	18.4	62,978	12,666	7,322	622	2,064	11,719	1,941
ELKHART - GOSHEN	**145.9**	**.0605**	**30.9**	**10.7**	**18.1**	**19.2**	**23.4**	**52.3**	**1,018,904**	**216,393**	**80,967**	**81,634**	**23,290**	**380,274**	**33,296**
Elkhart	145.9	.0605	30.9	10.7	18.1	19.2	23.4	52.3	1,018,904	216,393	80,967	81,634	23,290	380,274	33,296
• Elkhart	44.3	.0184	31.4	11.5	18.5	16.4	27.0	17.6	631,011	144,809	50,918	62,510	9,086	234,007	18,250
• Goshen	20.9	.0087	31.2	15.0	17.5	16.5	26.9	8.0	178,289	33,840	13,156	5,857	5,249	69,765	7,006
SUBURBAN TOTAL	80.7	.0334	30.5	9.1	18.2	21.4	20.4	26.7	209,604	37,744	16,893	13,267	8,955	76,502	8,040



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METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
				% of Population by Age Group											
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
EVANSVILLE	**285.4**	**.1184**	**32.5**	**11.5**	**17.0**	**18.3**	**27.5**	**107.6**	**1,861,167**	**375,411**	**168,586**	**264,096**	**95,126**	**383,906**	**58,564**
Posey	27.6	.0114	31.1	10.7	17.7	19.1	24.1	9.5	82,816	17,069	6,435	5,734	3,917	26,171	3,888
Vanderburgh	167.2	.0694	33.5	12.3	16.4	17.3	30.3	65.8	1,366,590	258,689	129,093	219,976	73,260	258,188	42,940
• Evansville	129.6	.0538	33.7	12.8	16.5	15.9	32.0	52.5	1,300,656	252,812	121,349	214,659	71,271	250,030	42,651
Warrick	47.4	.0197	30.6	9.6	18.3	21.1	20.9	16.2	137,184	34,725	9,225	7,763	5,165	34,462	3,955
Henderson, Ky.	*43.2*	*.0179*	*31.8*	*10.8*	*17.2*	*18.7*	*25.9*	*16.1*	*274,577*	*64,928*	*23,833*	*30,623*	*12,784*	*65,087*	*7,781*
SUBURBAN TOTAL	155.8	.0646	31.5	10.4	17.5	20.3	23.7	55.1	560,511	122,599	47,237	49,407	23,855	133,878	15,913
FORT WAYNE	**357.3**	**.1484**	**30.6**	**11.5**	**18.1**	**18.3**	**23.7**	**128.5**	**2,110,934**	**396,655**	**209,598**	**272,642**	**113,303**	**456,451**	**86,226**
Allen	296.2	.1230	30.5	11.7	18.4	18.3	23.4	107.3	1,849,810	325,189	186,910	257,037	106,747	392,023	71,973
• Fort Wayne	168.9	.0701	30.8	13.2	18.6	15.8	26.3	66.2	1,488,957	247,368	153,363	234,304	91,449	325,312	59,832
De Kalb	34.0	.0141	31.0	10.4	16.5	18.5	24.9	11.8	131,591	34,344	12,233	10,804	3,426	32,232	6,299
Whitley	27.1	.0113	31.6	10.4	16.7	18.4	26.0	9.4	129,523	37,122	10,455	4,801	3,130	32,196	7,954
SUBURBAN TOTAL	188.4	.0783	30.4	9.9	17.9	20.5	21.3	62.3	621,967	149,287	56,235	38,338	21,854	131,139	26,394
GARY - HAMMOND	**643.1**	**.2670**	**30.1**	**11.9**	**17.0**	**18.7**	**23.0**	**219.4**	**3,683,978**	**772,611**	**370,435**	**429,225**	**148,677**	**729,993**	**194,316**
Lake	510.7	.2120	30.4	11.7	16.4	18.4	24.1	175.0	3,151,857	652,138	310,609	384,372	129,352	623,740	149,004
• East Chicago	37.4	.0155	30.2	12.6	14.7	15.8	27.2	13.2	125,738	24,069	17,621	10,341	5,294	31,973	11,747
• Gary	144.4	.0600	28.2	12.0	16.0	16.7	22.5	48.1	494,564	117,797	42,518	37,746	15,100	98,289	32,941
• Hammond	90.3	.0375	31.6	12.4	16.9	16.3	27.9	33.7	538,152	99,461	64,786	49,140	20,243	87,904	18,179
Porter	132.4	.0550	29.2	12.5	18.9	20.1	18.9	44.4	532,121	120,473	59,826	44,853	19,323	106,253	45,312
SUBURBAN TOTAL	371.0	.1540	30.5	11.6	17.8	20.4	21.5	124.4	2,525,524	531,284	245,510	331,998	108,040	521,827	131,449
INDIANAPOLIS	**1,208.6**	**.5017**	**31.2**	**11.4**	**18.1**	**19.3**	**22.8**	**443.7**	**8,092,281**	**1,345,821**	**780,037**	**987,511**	**359,162**	**1,945,681**	**343,870**
Boone	38.7	.0160	32.8	9.4	16.9	21.2	25.0	13.7	191,019	34,279	18,707	8,970	6,828	34,608	8,688
Hamilton	96.9	.0402	31.6	8.5	17.8	23.8	20.1	32.8	402,716	91,007	38,917	23,478	23,697	97,622	18,691
Hancock	47.2	.0196	31.3	9.2	17.0	22.5	21.2	15.9	232,173	40,303	20,698	15,795	5,512	66,016	10,451
Hendricks	76.2	.0316	30.9	9.8	18.2	21.9	20.6	24.9	252,627	76,512	23,853	10,810	8,583	49,614	11,921
Johnson	83.4	.0346	30.4	11.1	18.0	20.7	21.0	28.3	490,044	55,374	35,688	131,535	21,134	81,702	15,887
Marion	770.7	.3200	31.2	12.4	18.5	17.8	25.1	295.2	6,121,259	953,221	611,483	766,988	274,894	1,542,985	258,684
• Indianapolis	713.7	.2963	31.1	12.3	18.5	17.8	24.9	272.4	5,776,433	891,067	571,319	742,826	262,602	1,467,254	245,013
Morgan	55.2	.0229	31.0	9.8	16.8	21.4	21.8	18.7	243,374	62,553	19,016	18,196	11,330	34,038	11,142
Shelby	40.3	.0168	31.9	10.0	16.4	19.6	25.4	14.2	159,069	32,572	11,675	11,739	7,234	39,096	8,406
SUBURBAN TOTAL	494.9	.2054	31.4	10.1	17.7	21.4	22.2	171.3	2,315,848	454,754	208,718	244,685	96,560	478,427	98,857
KOKOMO	**103.8**	**.0431**	**31.6**	**10.3**	**16.9**	**20.7**	**23.5**	**38.4**	**677,822**	**123,821**	**62,917**	**79,532**	**23,075**	**172,763**	**30,259**
Howard	87.0	.0362	31.3	10.4	17.1	20.8	22.9	32.1	606,693	106,522	57,559	77,008	21,887	152,482	26,750
• Kokomo	46.2	.0192	31.6	11.3	17.2	18.0	26.1	18.3	557,090	99,454	54,591	67,748	19,290	147,285	24,481
Tipton	16.8	.0069	33.2	9.6	15.9	20.1	27.0	6.3	71,129	17,299	5,358	2,524	1,188	20,281	3,509
SUBURBAN TOTAL	57.6	.0239	31.6	9.5	16.5	22.9	21.5	20.1	120,732	24,367	8,326	11,784	3,785	25,478	5,778

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IND. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAFAYETTE - WEST LAFAYETTE	**122.8**	**.0510**	**26.5**	**25.8**	**17.7**	**15.3**	**19.6**	**42.6**	**750,854**	**121,221**	**75,973**	**113,119**	**30,498**	**178,297**	**30,841**
Tippecanoe	122.6	.0510	26.5	25.8	17.7	15.3	19.6	42.6	750,854	121,221	75,973	113,119	30,498	178,297	30,841
• Lafayette	43.7	.0181	31.5	13.3	19.7	16.[illegible]	26.5	18.0	531,013	77,447	43,201	86,957	21,996	143,432	20,020
• West Lafayette	20.8	.0086	24.0	43.4	16.6	11.[illegible]	15.7	7.5	162,707	40,923	24,409	26,132	5,134	8,307	10,658
SUBURBAN TOTAL	38.3	.0243	24.5	28.8	16.7	15.7	15.8	17.1	57,134	2,851	8,363	30	3,368	26,558	163
MUNCIE	**124.7**	**.0518**	**30.1**	**16.8**	**16.0**	**18.2**	**24.0**	**44.3**	**805,968**	**147,092**	**80,847**	**95,569**	**44,781**	**160,727**	**38,703**
Delaware	124.7	.0518	30.1	16.8	16.0	18.2	24.0	44.3	805,968	147,092	80,847	95,569	44,781	160,727	38,703
• Muncie	74.9	.0311	28.4	22.3	15.3	15.1	24.8	27.2	691,419	128,898	71,011	79,793	35,177	133,439	37,724
SUBURBAN TOTAL	49.8	.0207	32.4	8.7	17.0	22.9	22.6	17.1	114,549	18,194	9,836	15,776	9,604	27,288	979
SOUTH BEND - MISHAWAKA	**238.7**	**.0992**	**32.0**	**13.1**	**16.6**	**17.0**	**28.0**	**87.8**	**1,550,048**	**274,651**	**144,378**	**220,437**	**114,749**	**347,954**	**67,355**
St. Joseph	238.7	.0992	32.0	13.1	16.6	17.0	28.0	87.8	1,550,048	274,651	144,378	220,437	114,749	347,954	67,355
• Mishawaka	41.1	.0171	31.9	12.7	18.5	16.0	28.3	17.1	518,195	80,673	43,678	110,376	53,904	101,694	21,872
• South Bend	107.5	.0446	33.0	11.3	17.3	14.5	32.1	42.2	808,100	147,985	78,358	90,176	43,232	203,910	38,240
SUBURBAN TOTAL	90.1	.0375	30.6	15.4	15.2	20.4	22.9	28.5	223,753	45,993	22,342	19,885	17,613	42,350	7,243
TERRE HAUTE	**134.2**	**.0557**	**32.3**	**14.6**	**16.0**	**16.4**	**29.2**	**49.2**	**1,041,824**	**175,061**	**84,945**	**133,254**	**34,739**	**216,496**	**29,621**
Clay	25.2	.0104	34.5	10.0	15.1	17.7	31.5	9.4	118,885	20,266	8,281	10,047	2,739	32,362	6,570
Vigo	109.0	.0453	31.8	15.7	16.2	16.1	28.7	39.8	922,939	154,795	76,664	123,207	32,000	184,134	23,051
• Terre Haute	58.0	.0241	31.7	19.0	14.8	13.1	32.0	22.3	724,132	142,404	59,652	87,888	26,121	107,139	18,796
SUBURBAN TOTAL	76.2	.0316	32.7	11.3	16.8	18.9	27.2	26.9	317,692	32,657	25,293	45,366	8,618	109,357	10,825
OTHER COUNTIES															
Adams	30.9	.0129	29.9	10.5	16.2	17.0	24.7	10.3	140,466	29,931	14,430	7,697	6,296	37,800	6,261
Bartholomew	66.3	.0275	31.3	9.9	17.9	21.5	21.9	24.1	311,474	55,835	29,314	46,352	15,545	59,455	12,490
Benton	9.8	.0041	34.2	9.3	13.8	17.8	31.1	3.6	35,155	8,606	1,754		957	7,208	1,910
Blackford	15.9	.0066	33.3	9.5	15.6	19.1	28.2	5.8	59,391	16,139	4,090	6,294	1,910	14,868	3,344
Brown	13.6	.0057	32.7	9.4	17.9	20.3	25.7	5.1	20,316	2,803	4,242	336	782	1,747	1,936
Carroll	19.7	.0081	33.3	9.6	15.9	18.6	28.7	7.2	59,790	9,485	4,393	2,965	1,551	20,367	2,942
Cass	40.7	.0169	33.1	9.9	16.0	18.8	28.2	14.8	196,400	37,222	17,000	22,327	9,649	45,708	10,850
☐ Clark	92.0	.0383	30.7	10.9	18.7	19.3	22.6	32.9	609,495	98,557	47,305	110,994	15,023	127,653	18,326
Clinton	31.3	.0130	33.5	9.8	15.7	18.3	29.3	11.4	134,352	33,242	12,224	6,758	5,541	31,833	7,813
Crawford	10.6	.0044	32.2	10.5	15.4	18.1	27.5	3.6	24,576	7,828	2,013	2,979	631	3,545	
Daviess	28.8	.0120	33.2	9.8	15.1	16.9	30.3	10.4	135,839	30,026	9,583	16,585	3,574	24,413	5,935
☐ Dearborn	37.8	.0157	31.6	9.6	16.3	19.4	25.1	12.9	141,242	35,139	10,777	14,029	5,400	29,306	9,617
Decatur	23.9	.0099	31.3	10.4	15.5	18.1	26.1	8.3	103,652	22,629	8,299	9,174	2,833	23,513	3,048
Dubois	36.3	.0151	30.5	11.8	16.5	17.9	24.6	12.6	239,838	37,414	18,905	11,974	11,487	91,002	6,345
Fayette	28.2	.0117	31.7	9.5	16.7	18.3	26.1	10.0	142,302	30,603	11,872	12,842	3,544	33,296	11,946
☐ Floyd	63.3	.0263	32.1	10.4	17.3	19.3	25.7	22.6	262,082	62,544	31,724	20,956	18,722	40,763	15,205
• New Albany	38.0	.0158	33.5	10.9	16.7	16.9	30.6	14.7	237,180	53,378	29,210	20,850	17,033	40,300	12,057
Fountain	18.9	.0079	34.1	9.7	14.9	19.3	29.3	6.8	72,941	17,769	7,790	2,870	1,628	24,851	3,780
Franklin	20.9	.0087	30.3	9.9	15.8	18.7	23.9	6.5	45,733	18,029	3,726	1,142	1,069	7,054	1,881
Fulton	19.9	.0082	34.4	9.7	14.7	18.0	31.2	7.4	87,930	19,845	10,494	7,483	1,521	22,036	6,403
Gibson	34.6	.0144	33.9	11.1	14.9	18.4	30.0	13.0	197,663	47,120	14,427	17,940	4,921	50,887	10,325
Grant	78.9	.0327	31.9	12.1	15.4	19.3	26.0	27.7	465,536	89,351	44,005	61,857	18,990	103,080	21,113
Greene	31.4	.0131	35.5	8.7	15.1	18.4	32.3	12.1	112,910	35,001	7,430	9,379	3,352	21,215	5,904
☐ Harrison	29.8	.0124	31.0	10.4	17.0	19.5	23.8	10.0	84,885	24,468	6,967	6,167	4,365	14,483	3,404
Henry	51.3	.0213	32.8	9.7	16.1	19.4	27.0	18.5	262,037	79,712	22,101	16,793	10,396	46,298	12,819
Huntington	37.3	.0154	32.3	11.2	15.4	17.8	28.0	13.4	168,680	38,481	13,650	16,579	5,407	35,218	8,738
Jackson	37.4	.0156	32.2	10.4	16.1	18.9	26.6	13.6	215,759	49,056	19,293	13,199	5,569	45,761	10,086
Jasper	27.9	.0116	29.3	13.0	15.9	18.5	22.5	9.0	114,820	22,929	8,776	9,826	1,853	24,603	7,548
Jay	22.7	.0094	33.2	9.7	14.9	18.5	28.8	8.3	86,395	24,414	7,177	5,971	3,852	17,607	4,105

South Bend keeps ranking among "Middle America honor roll of test markets"!

"As a result of some dramatic population changes in the latest census data," a leading ad agency's Senior Media Vice President reports, "we dropped 17 cities from our list of recommended test markets, added 18, and still name South Bend, Indiana among 8 cities we consider the 'most average of the average' – a sort of Middle America honor roll of test markets."

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South Bend Tribune

Albert E. Petersohn, General Advertising Manager
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IND. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Jefferson	30.6	.0127	31.3	12.8	16.6	18.6	25.2	10.7	138,098	33,029	10,470	17,182	7,143	27,012	6,113
Jennings	24.1	.0100	30.5	10.7	17.4	19.6	22.6	7.9	74,458	21,462	6,283	5,213	1,336	11,832	3,939
Knox	42.0	.0175	33.5	14.6	14.5	17.1	30.6	16.0	251,906	46,690	20,936	28,078	13,235	53,849	13,243
Kosciusko	65.4	.0271	31.0	11.2	17.9	18.6	24.3	23.3	307,082	60,364	25,960	23,105	10,976	78,199	14,362
La Grange	28.5	.0119	28.2	10.1	15.9	17.2	21.9	8.7	103,618	26,393	14,012	4,013	2,174	14,470	3,586
La Porte	108.6	.0451	31.9	10.7	17.7	18.4	26.0	37.4	541,203	114,779	47,719	68,538	22,277	112,639	28,399
Lawrence	43.6	.0181	33.4	9.4	16.2	19.0	28.4	16.2	204,050	44,960	15,651	30,011	8,495	43,458	9,571
Marshall	41.5	.0172	32.3	10.3	15.9	18.3	27.4	14.9	189,471	39,449	15,669	7,286	5,308	45,862	10,211
Martin	11.1	.0046	31.6	10.2	16.1	18.5	26.1	3.9	42,080	12,550	2,116	2,230	1,477	10,272	1,309
Miami	39.3	.0164	29.8	12.2	17.5	17.9	23.1	13.7	153,928	31,127	10,474	8,646	5,532	49,618	9,176
Montgomery	35.9	.0149	33.2	11.7	15.4	19.2	28.0	13.2	184,719	37,590	15,654	22,130	5,998	46,962	10,100
Newton	15.2	.0063	31.2	9.7	16.3	18.4	25.5	5.3	43,922	11,181	3,057	1,032	1,525	6,857	4,640
Noble	37.9	.0157	30.9	10.5	17.2	17.9	25.1	13.3	136,793	34,688	10,804	14,120	4,006	32,067	6,353
Ohio	5.2	.0022	33.6	10.0	14.9	19.8	28.1	1.9	12,922	6,237	1,026		218		338
Orange	18.9	.0078	33.4	10.0	15.6	17.8	29.7	6.9	58,862	20,428	4,341	4,007	2,016	7,599	2,661
Owen	17.2	.0072	33.7	8.9	15.5	19.5	28.5	6.4	39,769	9,527	3,509	630	1,649	10,643	1,742
Parke	16.8	.0070	34.8	9.1	14.9	18.7	31.0	6.0	43,472	13,933	3,176	1,924	1,610	6,642	2,460
Perry	19.4	.0080	32.9	10.8	15.2	17.1	29.6	6.7	88,234	26,180	6,644	13,773	4,089	12,136	4,053
Pike	13.9	.0058	35.1	9.4	15.1	19.4	30.8	5.3	32,378	10,992	1,951	1,184	1,441	10,497	1,474
Pulaski	13.7	.0057	33.0	9.9	14.4	17.3	29.7	5.1	62,906	10,440	3,836	2,117	1,615	20,067	4,666
Putnam	30.1	.0125	32.1	16.0	13.9	19.4	26.5	9.8	106,629	32,169	7,971	6,014	3,559	19,896	6,124
Randolph	30.0	.0125	32.9	9.7	15.6	19.4	27.3	10.9	110,954	30,119	7,913	4,834	6,019	25,108	6,013
Ripley	25.6	.0106	31.8	9.9	15.2	17.6	27.6	8.5	91,174	27,872	5,035	4,879	3,242	17,945	4,153
Rush	18.9	.0078	32.4	10.1	14.6	17.9	28.3	6.5	82,886	19,136	4,014	6,016	3,655	25,234	5,524
Scott	21.1	.0087	30.7	10.3	16.4	19.3	23.7	7.3	90,948	17,962	7,649	10,452	1,849	15,385	3,817
Spencer	20.6	.0085	32.2	11.0	16.1	18.2	27.3	6.8	66,199	19,865	5,019	1,421	2,353	19,289	2,056
Starke	22.8	.0095	32.0	9.6	15.4	18.4	27.0	8.0	102,080	21,377	5,180	7,570	2,072	20,650	8,584
Steuben	26.7	.0111	32.3	12.2	15.7	18.4	27.3	9.8	147,217	31,524	13,491	9,021	4,475	22,231	4,102
Sullivan	21.2	.0088	35.5	8.8	15.1	17.1	33.5	8.1	57,933	16,687	2,814	2,926	1,393	13,839	2,642
Switzerland	7.7	.0032	34.8	9.2	13.7	19.2	30.6	2.8	14,693	5,640	1,063	189	335	1,097	251
Union	6.9	.0029	32.2	9.8	15.5	19.0	26.7	2.4	22,563	7,065	1,092	571	1,066	3,083	1,474
Vermillion	18.3	.0076	34.8	9.1	15.5	18.0	31.7	7.2	64,405	13,166	2,686	1,721	218	27,211	2,299
Wabash	36.5	.0151	31.6	12.5	15.2	18.5	26.3	12.6	149,231	30,122	11,260	17,971	5,045	30,222	9,445
Warren	8.9	.0037	33.3	9.2	15.1	19.9	27.5	3.0	9,694	4,076	645	99	175	448	1,093
Washington	23.0	.0096	31.9	10.5	15.4	18.8	26.3	8.1	88,061	19,045	3,912	7,278	2,418	23,663	3,027
Wayne	73.5	.0305	33.3	10.4	15.4	18.9	28.4	27.2	543,372	101,140	40,676	80,075	17,381	136,723	20,568
Richmond	40.0	.0166	33.3	11.8	15.2	16.6	30.9	15.6	459,475	79,167	35,016	77,736	15,667	124,689	17,495
Wells	25.5	.0106	31.7	10.4	16.5	18.8	25.8	9.1	105,706	20,526	8,859	4,526	5,505	41,045	3.806
White	24.5	.0101	33.3	9.5	16.0	17.5	29.8	9.3	123,749	28,333	11,947	7,766	2,728	34,556	4,634
TOTAL METRO COUNTIES	**3,778.0**	**1.5687**	**30.8**	**12.7**	**17.6**	**18.6**	**24.1**	**1,360.7**	**23,727,481**	**4,382,179**	**2,253,786**	**2,960,667**	**1,074,032**	**5,403,273**	**1,005,628**
TOTAL STATE	**5,585.8**	**2.3194**	**31.3**	**12.0**	**17.1**	**18.6**	**25.0**	**2,004.4**	**31,846,798**	**6,203,472**	**2,915,288**	**3,698,537**	**1,362,498**	**7,274,944**	**1,401,158**

IND.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ANDERSON	**1,479,035**	**24,815**	**22.2**	**30.2**	**18.4**	**11.8**	**.0538**
Madison	1,479,035	24,815	22.2	30.2	18.4	11.8	.0538
• Anderson	663,416	21,881	24.9	30.0	15.2	9.4	.0286
SUBURBAN TOTAL	815,619	27,971	19.6	30.2	21.6	14.2	.0252
BLOOMINGTON	**1,019,427**	**19,033**	**27.6**	**25.2**	**12.9**	**9.6**	**.0384**
Monroe	1,019,427	19,033	27.6	25.2	12.9	9.6	.0384
• Bloomington	485,619	15,046	29.4	18.5	9.8	9.7	.0234

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
SUBURBAN TOTAL	533,808	22,868	25.6	31.6	15.9	9.5	.0150
ELKHART - GOSHEN	**1,580,775**	**23,643**	**25.6**	**33.0**	**16.3**	**10.1**	**.0622**
Elkhart	1,580,775	23,643	25.6	33.0	16.3	10.1	.0622
• Elkhart	482,082	20,475	27.8	30.1	12.7	8.4	.0259
• Goshen	218,960	20,728	31.7	30.8	15.0	6.3	.0095
SUBURBAN TOTAL	879,733	26,527	22.3	35.5	19.1	12.3	.0268

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The Elkhart Truth

Represented by BRANHAM Newspaper Sales

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SS EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
EVANSVILLE	**3,292,060**	**23,875**	**22.9**	**29.3**	**17.3**	**11.6**	**.1223**
Posey	288,675	25,889	21.0	30.9	20.8	9.8	.0093
Vanderburgh	2,046,317	23,345	23.5	28.2	15.8	13.1	.0797
• Evansville	1,508,535	21,226	25.5	28.2	14.2	10.4	.0657
Warrick	486,573	26,235	20.4	32.2	21.5	9.3	.0155
Henderson, Ky.	*470,495*	*22,499*	*24.1*	*30.0*	*17.0*	*8.8*	*.0178*
SUBURBAN TOTAL	1,783,525	26,434	20.4	30.4	20.3	12.6	.0566
FORT WAYNE	**3,989,568**	**25,059**	**23.6**	**31.6**	**18.5**	**11.1**	**.1462**
Allen	3,396,354	25,380	23.3	30.8	18.9	11.9	.1250
• Fort Wayne	1,843,074	21,352	27.4	29.7	15.1	8.4	.0790
De Kalb	334,843	23,975	25.0	35.4	16.1	7.8	.0116
Whitley	258,371	23,263	26.0	34.6	17.3	6.2	.0096
SUBURBAN TOTAL	2,146,494	28,825	19.7	33.3	22.1	14.0	.0672
GARY - HAMMOND	**6,627,958**	**25,853**	**18.9**	**32.6**	**19.4**	**10.7**	**.2510**
Lake	5,093,659	24,850	19.1	32.7	18.1	9.9	.2012
• East Chicago	323,704	20,234	19.2	29.1	13.7	7.6	.0116
• Gary	1,166,473	19,900	20.3	29.0	14.1	6.8	.0435
• Hammond	914,921	23,258	22.3	34.2	16.0	7.3	.0354
Porter	1,534,299	30,004	17.6	33.0	24.3	13.6	.0498
SUBURBAN TOTAL	4,222,860	29,098	17.4	34.0	23.0	13.4	.1605
INDIANAPOLIS	**14,447,461**	**25,936**	**21.8**	**29.8**	**18.6**	**14.0**	**.5321**
Boone	427,451	24,181	23.3	30.7	17.3	11.7	.0149
Hamilton	1,245,904	30,750	17.8	29.3	21.8	20.1	.0388
Hancock	516,603	28,284	19.8	31.5	23.7	11.9	.0182
Hendricks	815,181	28,293	19.7	33.5	23.3	11.5	.0263
Johnson	951,643	28,039	19.9	31.2	21.8	13.7	.0344
Marion	9,547,856	25,113	22.4	28.9	17.4	14.5	.3661
• Indianapolis	8,740,771	24,944	22.5	28.5	17.4	14.4	.3395
Morgan	547,715	24,966	22.1	33.3	18.6	8.8	.0196
Shelby	395,108	22,811	25.5	33.8	15.6	7.5	.0138
SUBURBAN TOTAL	5,706,690	27,299	20.7	31.8	20.5	13.5	.1926
KOKOMO	**1,267,793**	**26,906**	**20.5**	**28.5**	**18.3**	**16.9**	**.0458**
Howard	1,087,025	27,744	19.5	28.1	18.9	18.1	.0396
• Kokomo	551,873	23,577	22.1	27.8	16.1	13.6	.0257
Tipton	180,768	23,336	25.3	30.8	15.6	10.5	.0062
SUBURBAN TOTAL	715,920	29,759	18.9	29.2	20.3	19.9	.0201
LAFAYETTE - WEST LAFAYETTE	**1,345,272**	**22,602**	**26.3**	**28.7**	**15.7**	**11.5**	**.0504**
Tippecanoe	1,345,272	22,602	26.3	28.7	15.7	11.5	.0504
• Lafayette	506,844	22,059	26.0	31.7	15.1	8.3	.0241
• West Lafayette	250,245	19,347	29.2	20.4	11.8	16.3	.0097
SUBURBAN TOTAL	588,183	24,405	25.3	29.0	18.1	12.8	.0166
MUNCIE	**1,308,588**	**22,757**	**23.9**	**29.2**	**16.4**	**10.2**	**.0511**
Delaware	1,308,588	22,757	23.9	29.2	16.4	10.2	.0511
• Muncie	734,509	18,960	27.6	26.9	12.5	8.2	.0342
SUBURBAN TOTAL	574,079	29,100	18.2	32.6	22.8	13.4	.0169
SOUTH BEND - MISHAWAKA	**2,656,676**	**23,735**	**24.1**	**31.2**	**16.3**	**10.7**	**.1006**
St. Joseph	2,656,676	23,735	24.1	31.2	16.3	10.7	.1006
• Mishawaka	447,729	21,096	27.2	32.7	13.8	6.4	.0225
• South Bend	1,161,344	21,085	26.4	29.9	13.7	8.9	.0471
SUBURBAN TOTAL	1,047,603	29,469	18.6	32.3	21.7	16.1	.0310
TERRE HAUTE	**1,370,162**	**20,856**	**27.0**	**29.1**	**14.2**	**8.8**	**.0581**
Clay	252,990	21,498	25.7	30.0	15.7	7.8	.0093
Vigo	1,117,172	20,710	27.3	28.8	13.9	9.1	.0488
• Terre Haute	549,896	17,758	30.1	27.3	10.4	6.5	.0302
SUBURBAN TOTAL	820,266	23,862	24.3	30.5	17.4	10.8	.0279
OTHER COUNTIES							
Adams	306,666	24,448	23.6	32.7	16.3	10.8	.0110
Bartholomew	915,978	30,292	17.0	28.2	20.8	20.5	.0286
Benton	91,657	19,929	30.0	30.5	11.7	7.6	.0032
Blackford	153,891	21,694	25.4	30.7	16.4	6.5	.0054
Brown	117,477	18,526	31.0	31.0	11.2	3.9	.0036
Carroll	197,094	22,077	28.0	33.5	14.9	7.0	.0064
Cass	392,330	21,430	27.3	32.2	15.3	6.1	.0146
☐ Clark	875,213	22,001	25.9	33.5	15.3	6.3	.0364
Clinton	311,293	20,913	27.7	30.8	14.4	7.1	.0110
Crawford	74,378	15,407	31.3	23.3	10.1	3.7	.0026
Daviess	264,900	18,960	28.8	27.9	11.9	7.7	.0101
☐ Dearborn	378,655	24,556	21.9	32.2	17.6	10.0	.0130
Decatur	223,792	21,549	26.7	32.4	13.8	8.1	.0082
Dubois	355,258	22,123	26.0	33.4	14.1	7.6	.0145
Fayette	271,502	21,525	27.1	31.5	14.9	8.0	.0103
☐ Floyd	654,627	23,319	23.5	30.9	17.6	9.4	.0226
• New Albany	386,022	20,589	26.2	30.1	14.0	7.5	.0152
Fountain	154,496	18,251	30.3	30.3	11.0	3.8	.0058
Franklin	170,931	20,325	29.3	30.6	12.9	7.4	.0059
Fulton	184,479	19,722	29.9	31.6	11.7	6.0	.0068
Gibson	357,207	21,616	24.9	29.1	15.4	8.9	.0135
Grant	834,439	23,978	22.9	30.0	17.7	11.2	.0314
Greene	298,577	18,486	28.7	26.6	13.4	6.1	.0105
☐ Harrison	268,927	21,905	26.3	33.6	14.4	7.1	.0091
Henry	306,537	22,042	25.8	31.1	15.7	8.1	.0190
Huntington	360,549	21,455	28.8	33.3	13.8	6.6	.0132
Jackson	332,784	19,812	27.9	32.2	12.3	5.1	.0137
Jasper	270,954	24,145	24.2	33.8	15.8	10.1	.0096
Jay	187,818	18,024	31.8	30.2	10.2	4.0	.0070
Jefferson	310,213	21,529	27.7	28.0	15.8	10.0	.0112
Jennings	204,602	20,570	27.3	31.5	14.1	5.8	.0072
Knox	379,027	17,145	28.9	26.8	10.0	5.8	.0158
Kosciusko	721,465	24,151	25.1	31.5	17.4	11.2	.0249
La Grange	220,597	19,471	31.4	30.4	11.8	6.4	.0085
La Porte	1,109,515	24,154	23.5	31.3	18.4	9.6	.0404
Lawrence	431,552	20,621	27.3	28.8	15.2	7.6	.0157
Marshall	419,508	22,006	27.1	30.4	16.3	8.0	.0151
Martin	102,927	21,116	26.7	31.0	14.0	7.9	.0036
Miami	351,706	19,979	31.0	30.7	13.9	5.4	.0129
Montgomery	364,933	22,000	28.8	31.4	15.5	8.0	.0134
Newton	133,001	21,030	25.5	33.4	13.5	5.7	.0046
Noble	346,402	21,183	29.2	32.9	14.9	5.4	.0122
Ohio	52,224	21,605	23.2	27.6	15.9	9.6	.0017
Orange	145,219	16,136	32.6	26.4	7.8	3.9	.0054
Owen	143,337	17,511	29.9	28.6	10.4	4.2	.0049
Parke	140,279	18,389	28.3	30.0	10.9	5.1	.0048
Perry	159,206	18,848	27.6	31.1	12.1	4.1	.0064
Pike	126,481	18,333	28.2	27.7	13.4	5.0	.0040
Pulaski	134,103	19,799	30.1	28.7	12.6	8.1	.0050
Putnam	269,980	21,551	26.0	31.0	16.1	6.1	.0096
Randolph	277,079	20,808	27.7	32.7	13.9	5.5	.0097
Ripley	230,415	21,189	26.3	31.2	13.6	8.3	.0083
Rush	174,964	21,140	28.1	30.3	15.2	7.5	.0064
Scott	181,171	19,848	29.6	31.9	11.9	5.8	.0070
Spencer	186,763	21,848	25.0	30.0	15.3	8.4	.0064
Starke	177,685	17,914	28.6	30.5	10.6	3.4	.0073
Steuben	269,573	21,304	27.2	31.8	14.1	7.6	.0102
Sullivan	170,438	16,143	32.0	28.1	9.1	3.0	.0061

Coming In September

Don't miss Sales and Marketing Management's Special Section on Sales Incentives:

Ads close August 18

For information call: 212/984-2421

IND. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Switzerland	58,849	16,175	30.6	27.9	8.0	3.7	.0019
Union	63,424	20,769	28.7	29.5	14.9	7.6	.0022
Vermillion	178,128	19,414	28.4	28.8	13.4	6.3	.0062
Wabash	355,552	21,613	28.4	31.9	15.2	7.4	.0125
Warren	102,729	28,097	18.3	30.6	19.7	16.4	.0029
Washington	184,909	17,810	30.9	29.5	9.3	5.0	.0071
Wayne	713,005	20,573	27.0	30.9	13.3	7.3	.0305
Richmond	381,904	18,444	28.0	28.5	11.6	6.2	.0200
Wells	239,859	21,276	29.0	33.5	13.8	6.1	.0088
White	235,257	20,624	28.9	33.6	12.0	6.0	.0089
TOTAL METRO COUNTIES	**42,091,702**	**24,707**	**22.6**	**30.4**	**17.8**	**11.9**	**1.5753**
TOTAL STATE	**59,492,766**	**23,499**	**24.0**	**30.5**	**16.8**	**10.5**	**2.2109**

IOWA

IOWA
S&MM ESTIMATES

POPULATION—12/31/85

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
CEDAR RAPIDS	**172.1**	**.0714**	**30.8**	**12.3**	**18.5**	**19.0**	**23.3**	**66.6**
Linn	172.1	.0714	30.8	12.3	18.5	19.0	23.3	66.6
• Cedar Rapids	110.1	.0457	31.2	12.8	18.9	17.8	25.0	44.4
SUBURBAN TOTAL	62.0	.0257	30.2	11.5	17.9	21.0	20.4	22.2
DAVENPORT - ROCK ISLAND - MOLINE	**389.5**	**.1616**	**31.2**	**11.7**	**17.6**	**18.4**	**24.8**	**146.8**
Scott	167.3	.0694	29.9	12.0	19.4	18.5	21.5	62.7
• Davenport	104.7	.0435	30.0	13.2	19.6	16.6	23.5	40.9
Henry, Ill.	*56.7*	*.0235*	*32.9*	*9.7*	*15.6*	*19.0*	*27.7*	*20.9*
Rock Island, Ill.	*165.5*	*.0687*	*32.1*	*12.0*	*16.7*	*18.1*	*27.1*	*63.2*
• *Moline*	*46.0*	*.0191*	*33.4*	*11.9*	*17.2*	*17.7*	*29.5*	*18.9*
• *Rock Island*	*45.5*	*.0189*	*32.2*	*14.0*	*15.6*	*15.4*	*30.3*	*17.6*
SUBURBAN TOTAL	193.3	.0801	31.2	10.2	17.4	20.3	23.0	69.4
DES MOINES	**384.3**	**.1596**	**31.4**	**12.0**	**18.8**	**18.8**	**24.3**	**152.3**
Dallas	30.9	.0128	32.9	9.1	17.0	19.2	27.2	11.9
Polk	315.5	.1310	31.3	12.4	19.1	18.6	24.4	127.2
• Des Moines	192.6	.0800	31.8	13.2	18.9	16.4	27.4	80.9
Warren	37.9	.0158	30.3	10.5	18.0	21.0	20.5	13.2
SUBURBAN TOTAL	191.7	.0796	31.0	10.7	18.8	21.2	21.2	71.4

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CEDAR RAPIDS	**994,056**	**216,281**	**83,559**	**180,920**	**43,237**	**198,035**	**31,497**
Linn	994,056	216,281	83,559	180,920	43,237	198,035	31,497
• Cedar Rapids	830,919	155,922	68,177	178,306	38,033	169,878	25,410
SUBURBAN TOTAL	163,137	60,359	15,382	2,614	5,204	28,157	6,087
DAVENPORT - ROCK ISLAND - MOLINE	**2,184,267**	**430,937**	**215,824**	**305,478**	**84,110**	**509,232**	**83,289**
Scott	965,471	202,234	96,659	150,764	45,177	200,023	27,274
• Davenport	699,100	135,143	69,401	113,797	37,111	165,332	20,637
Henry, Ill.	*199,290*	*40,479*	*19,056*	*8,873*	*10,091*	*50,572*	*9,739*
Rock Island, Ill.	*1,019,506*	*188,224*	*100,109*	*145,841*	*28,842*	*258,637*	*46,276*
• *Moline*	*449,506*	*60,533*	*49,220*	*105,746*	*19,417*	*88,581*	*16,420*
• *Rock Island*	*187,609*	*30,369*	*20,814*	*11,989*	*3,552*	*46,978*	*10,551*
SUBURBAN TOTAL	848,052	204,892	76,389	73,946	24,030	208,341	35,681
DES MOINES	**2,415,658**	**548,689**	**209,669**	**349,196**	**121,216**	**534,108**	**57,673**
Dallas	119,772	35,143	4,637	12,048	2,657	35,867	1,869
Polk	2,202,629	489,036	199,644	332,518	117,296	462,420	53,694
• Des Moines	1,480,211	317,341	132,951	237,393	77,563	328,919	34,245
Warren	93,257	24,510	5,388	4,630	1,263	35,821	2,110
SUBURBAN TOTAL	935,447	231,348	76,718	111,803	43,653	205,189	23,428

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IOWA (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
DUBUQUE	**92.1**	**.0382**	**29.5**	**13.0**	**16.3**	**16.7**	**24.4**	**31.2**	**501,102**	**103,342**	**43,555**	**86,365**	**25,035**	**104,728**	**17,307**
Dubuque	92.1	.0382	29.5	13.0	16.3	16.7	24.4	31.2	501,102	103,342	43,555	86,365	25,035	104,728	17,307
• Dubuque	60.4	.0251	30.8	13.8	16.2	16.0	27.3	21.7	439,488	93,213	38,525	84,318	20,267	85,677	16,440
SUBURBAN TOTAL	31.7	.0131	27.0	11.5	16.3	18.1	19.0	9.5	61,614	10,129	5,030	2,047	4,768	19,051	867
IOWA CITY	**86.0**	**.0357**	**27.1**	**24.6**	**23.7**	**15.2**	**16.2**	**33.5**	**420,547**	**90,098**	**45,458**	**55,543**	**21,269**	**76,190**	**11,652**
Johnson	86.0	.0357	27.1	24.6	23.7	15.2	16.2	33.5	420,547	90,098	45,458	55,543	21,269	76,190	11,652
• Iowa City	51.5	.0214	25.6	31.5	24.1	12.9	14.4	20.0	305,168	69,078	31,962	44,594	13,853	49,194	9,321
SUBURBAN TOTAL	34.5	.0143	29.5	14.5	22.8	18.4	19.1	13.5	115,379	21,020	13,496	10,949	7,416	26,996	2,331
SIOUX CITY	**118.4**	**.0492**	**31.6**	**11.4**	**16.9**	**16.5**	**27.8**	**44.8**	**703,293**	**154,113**	**53,804**	**103,783**	**30,718**	**150,060**	**19,071**
Woodbury	100.3	.0417	32.1	11.4	16.5	16.4	28.7	38.3	638,397	142,236	45,283	103,018	26,145	137,007	17,530
• Sioux City	81.2	.0337	32.0	11.9	16.8	16.0	29.0	31.2	602,934	133,346	41,808	101,270	24,005	128,305	17,215
Dakota, Neb.	*18.1*	*.0075*	*29.5*	*11.1*	*18.8*	*17.1*	*22.5*	*6.5*	*64,896*	*11,877*	*8,521*	*765*	*4,573*	*13,053*	*1,541*
SUBURBAN TOTAL	37.2	.0155	30.8	10.2	17.1	17.5	25.4	13.6	100,359	20,767	11,996	2,513	6,713	21,755	1,856
WATERLOO - CEDAR FALLS	**157.8**	**.0655**	**30.0**	**14.8**	**17.6**	**16.9**	**24.3**	**57.9**	**813,440**	**166,169**	**69,026**	**110,415**	**35,196**	**192,081**	**28,269**
Black Hawk	132.5	.0550	29.7	15.1	18.0	16.7	23.8	48.8	730,152	140,707	62,640	105,189	32,619	174,453	25,106
• Cedar Falls	34.3	.0142	26.6	25.0	17.3	16.1	19.3	11.6	229,345	36,969	17,386	22,375	9,362	78,386	7,250
• Waterloo	72.0	.0299	31.2	12.2	18.3	16.2	26.8	28.5	464,353	90,212	41,523	81,542	22,685	89,199	17,267
Bremer	25.3	.0105	31.6	13.1	15.2	18.1	26.7	9.1	83,288	25,462	6,386	5,226	2,577	17,628	3,163
SUBURBAN TOTAL	51.5	.0214	30.6	11.7	16.4	18.6	24.2	17.8	119,742	38,988	10,117	6,498	3,149	24,496	3,752
OTHER COUNTIES															
Adair	9.5	.0039	38.1	8.7	13.0	16.5	37.0	3.8	44,037	12,985	4,482	1,326	607	7,032	1,078
Adams	5.6	.0024	38.5	8.2	13.1	18.1	36.3	2.2	15,651	5,115	592	449	424	2,301	513
Allamakee	15.3	.0063	34.3	9.3	13.4	16.0	33.1	5.5	79,600	22,862	4,491	4,733	1,268	24,065	692
Appanoose	15.4	.0064	36.1	9.2	14.0	15.9	35.5	6.3	67,292	20,108	4,760	7,241	1,815	11,688	1,346
Audubon	8.2	.0034	37.9	8.5	12.5	17.2	36.4	3.2	35,931	8,429	1,951	1,070	1,913	10,792	886
Benton	23.8	.0099	33.6	9.7	14.5	18.2	29.9	9.1	79,263	17,988	5,323	1,253	3,079	26,310	2,615
Boone	26.1	.0109	34.6	10.5	16.4	17.4	32.0	10.2	104,548	25,495	8,355	6,397	5,930	27,204	3,374
Buchanan	23.3	.0096	30.3	10.7	15.5	16.2	26.5	8.2	84,850	22,953	5,911	4,280	982	22,554	2,914
Buena Vista	21.0	.0088	34.0	12.9	14.5	15.2	33.3	8.1	144,041	31,572	10,545	13,857	5,228	38,397	3,379
Butler	17.5	.0072	34.5	8.9	15.0	16.5	32.7	6.6	41,661	11,949	2,107	2,179	1,671	10,014	820
Calhoun	12.9	.0054	38.4	9.0	12.8	16.4	37.5	5.0	45,440	12,974	2,379	1,710	2,731	11,494	1,405
Carroll	23.4	.0097	32.2	10.3	13.9	15.8	30.2	8.4	163,096	23,487	10,635	12,327	7,501	45,699	1,762
Cass	17.3	.0072	36.8	9.2	14.1	16.8	35.3	7.1	121,390	28,322	6,177	11,179	2,139	24,654	4,150
Cedar	19.2	.0079	33.9	9.3	15.5	18.1	30.2	7.4	77,732	18,262	3,975	3,058	2,451	20,827	1,301
Cerro Gordo	48.3	.0201	34.0	11.5	16.1	17.4	31.1	19.5	349,915	82,104	23,713	46,704	12,348	71,373	9,436
Cherokee	15.6	.0065	34.8	9.5	15.0	17.2	32.5	6.2	88,858	22,395	4,257	5,664	2,472	38,865	2,860
Chickasaw	15.4	.0064	32.6	10.3	13.6	17.2	29.5	5.6	48,420	11,404	3,273	2,659	1,368	14,922	1,635
Clarke	9.0	.0037	35.6	9.5	14.3	17.4	33.4	3.5	50,401	15,613	3,637	4,522	348	8,995	916
Clay	20.0	.0083	32.4	11.0	16.7	17.0	28.7	8.1	135,730	27,713	9,143	12,563	5,070	35,058	3,158
Clayton	21.7	.0090	34.3	9.8	13.6	16.8	32.3	8.3	77,594	17,862	4,197	937	2,431	24,091	2,205
Clinton	56.7	.0236	32.6	10.4	15.9	18.0	28.2	21.1	321,821	76,082	24,331	32,791	17,671	91,349	9,037
Crawford	19.0	.0079	32.9	10.2	14.6	17.1	29.8	7.0	67,511	17,130	6,416	3,265	1,775	12,192	1,815
Davis	9.4	.0039	35.2	9.7	13.5	17.3	33.0	3.4	31,398	7,981	1,696	521	946	8,034	1,051
Decatur	9.7	.0040	34.3	15.3	13.1	15.3	33.7	3.5	37,792	13,203	2,228	1,415	879	5,655	2,097
Delaware	19.6	.0082	30.6	10.8	13.8	16.8	27.1	6.8	78,214	20,699	5,072	6,130	1,584	17,703	3,220
Des Moines	46.1	.0191	33.5	9.9	16.5	17.8	29.7	18.3	269,561	64,056	21,062	43,844	14,213	47,035	7,336
Dickinson	16.6	.0069	35.5	8.7	16.1	17.0	33.6	6.7	81,254	15,488	10,259	4,272	2,143	18,506	2,175
Emmet	13.0	.0054	32.8	11.0	15.3	16.0	30.7	5.2	60,608	15,437	3,445	4,524	1,616	16,076	1,547
Fayette	24.6	.0102	34.0	10.5	13.7	16.6	32.0	9.4	105,508	24,936	5,640	8,215	3,845	31,232	2,121
Floyd	19.2	.0080	34.8	8.8	14.4	18.0	31.8	7.3	92,047	25,240	6,173	10,432	2,414	19,309	2,293
Franklin	12.8	.0053	36.4	8.7	14.8	17.3	34.4	5.3	46,370	12,454	2,056	2,741	1,471	11,008	1,340
Fremont	9.6	.0040	37.3	8.1	14.1	16.7	36.0	3.8	44,126	18,751	2,344	214	1,135	5,166	1,734
Greene	11.7	.0049	37.1	8.4	14.1	16.1	36.4	4.8	59,455	12,572	3,988	2,856	870	20,890	2,479
Grundy	14.2	.0059	35.3	8.6	14.7	18.6	32.0	5.5	47,496	14,694	4,255		1,541	11,919	2,260
Guthrie	11.9	.0049	39.0	7.5	13.4	16.6	38.0	4.7	25,988	8,137	1,709	1,885	1,690	5,192	1,192
Hamilton	17.3	.0072	35.2	9.6	14.8	17.5	32.7	6.9	72,780	22,308	6,059	4,294	2,064	9,908	2,582
Hancock	14.2	.0059	33.5	9.5	15.8	16.6	31.0	5.6	32,893	9,944	2,467	569	1,924	7,406	1,625
Hardin	21.8	.0090	35.5	10.6	13.8	16.9	33.9	8.4	138,244	33,435	5,920	8,247	3,302	44,579	3,848
Harrison	16.1	.0067	35.4	9.5	13.1	17.2	33.3	6.1	83,250	13,723	5,331	1,404	2,816	37,685	3,727
Henry	19.1	.0080	33.5	11.5	16.3	17.0	30.5	7.1	91,434	21,938	4,926	7,431	2,951	28,335	3,165
Howard	10.9	.0045	36.9	8.9	12.6	15.4	36.6	4.2	43,503	13,265	1,986	1,792	1,429	8,331	2,345
Humboldt	12.4	.0051	36.7	9.0	13.6	17.4	34.7	5.2	52,497	16,022	4,075	3,533	1,789	13,692	1,906
Ida	8.9	.0037	37.3	8.7	13.5	16.7	35.9	3.5	44,959	12,142	1,997	2,693	747	11,499	1,652
Iowa	15.5	.0065	35.2	9.7	14.6	17.5	32.8	6.0	76,336	19,373	15,215	1,099	4,283	11,094	1,491
Jackson	23.2	.0096	32.1	10.2	14.0	17.6	28.3	8.4	76,116	24,088	4,819	5,856	2,845	14,901	2,493
Jasper	36.6	.0152	34.3	9.6	15.4	19.0	30.0	14.2	165,459	40,645	11,128	9,889	5,110	40,583	6,495
Jefferson	17.1	.0071	32.9	11.2	20.3	16.7	29.0	6.4	82,571	20,927	5,205	6,006	1,369	24,410	2,446
Jones	20.9	.0087	32.4	11.2	15.6	17.3	28.7	7.4	69,992	17,518	4,047	5,160	1,584	19,655	1,892
Keokuk	12.6	.0052	37.5	8.9	13.4	15.9	36.9	5.0	34,335	4,163	1,734	273	833	12,096	978
Kossuth	21.6	.0090	33.5	10.0	14.1	16.6	31.2	8.2	102,495	20,934	7,199	8,983	4,157	31,243	1,996
Lee	43.3	.0180	33.3	10.3	16.4	17.6	29.6	16.5	194,355	55,747	14,863	23,505	10,130	39,754	7,045
Louisa	12.7	.0053	32.5	9.7	15.7	18.3	27.8	4.6	37,529	13,415	3,235	657	819	11,589	1,185
Lucas	10.2	.0042	37.9	8.5	13.2	18.2	35.5	4.3	64,689	18,155	2,880	2,440	2,030	9,778	1,930
Lyon	12.8	.0054	33.3	9.1	14.3	16.2	31.4	4.6	35,899	9,387	2,030	904	2,390	6,763	483
Madison	12.5	.0051	35.7	7.7	14.5	18.2	32.7	4.6	59,504	15,425	5,163	1,674	1,243	15,534	2,019
Mahaska	23.6	.0098	33.8	11.8	15.6	15.9	32.3	9.2	101,657	27,613	8,563	9,244	5,606	18,407	2,763
Marion	30.9	.0129	32.7	12.7	15.4	17.3	29.1	11.1	104,416	25,656	9,453	7,984	4,895	27,346	3,594
Marshall	41.1	.0170	33.3	10.2	16.8	18.1	29.0	16.0	209,531	51,952	16,961	25,084	6,776	48,265	9,715
Mills	14.2	.0059	32.3	9.6	17.8	18.1	27.2	5.0	44,800	11,827	2,969	2,157	890	15,019	1,606
Mitchell	11.8	.0049	36.6	9.5	12.1	16.3	35.5	4.6	47,952	7,244	2,702	982	1,605	10,547	1,646
Monona	11.4	.0048	39.0	8.2	13.2	16.4	38.2	4.6	59,896	11,482	3,571	1,926	1,640	24,258	3,289

IOWA (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Monroe	9.0	.0037	36.5	9.7	13.6	16.4	35.3	3.5	27,654	9,009	1,166	829	237	6,983	473
Montgomery	13.8	.0037	37.3	9.1	14.6	15.9	36.5	3.7	84,382	18,212	4,864	12,481	2,405	19,369	3,970
Muscatine	41.9	.0174	31.2	10.8	16.7	18.2	25.7	15.4	209,683	57,838	16,530	16,108	8,502	33,945	8,202
O'Brien	16.6	.0069	35.6	10.3	13.5	16.3	34.4	6.4	89,480	17,503	5,495	5,163	1,988	25,613	3,284
Osceola	8.3	.0035	35.7	9.6	13.0	16.7	34.1	3.2	23,465	5,838	1,529	904	585	3,893	376
Page	19.2	.0079	37.3	9.1	14.3	16.3	36.3	7.7	108,745	12,373	4,762	15,662	4,346	19,239	3,800
Palo Alto	12.1	.0051	34.8	10.9	12.8	16.3	33.4	4.8	55,183	9,988	2,780	1,476	2,313	18,294	1,585
Plymouth	25.0	.0103	32.4	11.4	14.2	16.6	29.7	9.1	113,611	30,812	7,456	8,265	1,809	29,320	2,153
Pocahontas	10.7	.0045	37.7	8.4	12.9	16.5	36.8	4.2	32,841	7,714	2,467	820	879	8,161	311
☐ Pottawattamie	87.6	.0364	31.8	11.0	16.0	18.3	26.5	33.1	568,004	98,292	41,980	50,403	8,180	163,557	23,629
• Council Bluffs	56.7	.0235	31.5	12.1	16.3	16.8	27.5	22.2	478,932	84,187	34,315	48,305	7,323	150,470	21,793
Poweshiek	19.3	.0080	32.8	14.5	14.3	16.7	30.2	7.2	125,636	27,953	9,447	6,653	2,614	29,814	2,852
Ringgold	6.0	.0025	40.1	8.0	13.7	16.2	39.3	2.4	22,900	5,835	1,885	1,147	869	8,251	646
Sac	13.5	.0056	37.5	8.7	13.6	15.7	37.0	5.5	53,748	9,184	3,088	1,046	632	12,846	1,608
Shelby	14.8	.0062	34.7	9.0	13.5	17.1	32.5	5.5	76,393	19,662	6,171	8,803	837	19,090	2,028
Sioux	32.1	.0133	29.4	14.7	13.9	15.7	26.6	10.8	117,288	25,133	5,991	3,594	4,002	42,976	3,665
Story	75.0	.0312	25.1	30.4	18.1	13.9	18.2	25.6	409,243	101,088	37,150	51,403	18,301	98,802	10,419
Ames	46.3	.0192	23.8	42.0	18.0	11.6	13.2	14.7	318,192	73,825	33,376	49,161	14,112	64,721	8,495
Tama	19.3	.0080	35.7	8.7	13.9	17.5	33.3	7.1	70,117	21,852	4,921	4,374	2,806	12,898	810
Taylor	8.1	.0033	39.7	8.3	12.9	15.6	39.6	3.3	27,937	9,785	2,206	774	764	3,403	451
Union	13.9	.0058	35.1	9.7	14.7	16.5	33.7	5.6	77,256	20,852	4,775	6,163	1,263	18,156	1,387
Van Buren	8.5	.0035	36.4	8.6	13.6	16.9	34.9	3.3	20,266	5,457	1,650	442	755	2,310	369
Wapello	39.5	.0164	35.5	10.1	15.1	17.2	33.4	15.8	203,162	56,523	12,220	22,658	6,755	41,562	6,296
Washington	20.8	.0086	34.1	9.4	13.5	17.1	31.5	7.9	87,053	20,843	6,085	8,576	2,849	22,246	2,163
Wayne	8.0	.0033	41.9	8.0	12.5	15.0	42.3	3.4	30,873	8,189	1,991	726	698	5,139	1,193
Webster	44.0	.0183	33.5	11.4	15.1	17.1	30.7	17.0	267,537	49,019	22,734	43,774	10,918	64,864	5,945
Winnebago	13.3	.0055	35.1	10.9	14.4	16.1	34.0	5.3	60,242	13,023	3,791	3,933	1,127	22,564	2,090
Winneshiek	22.1	.0092	30.4	17.6	12.9	15.4	28.7	7.7	100,754	23,068	8,861	7,160	5,366	19,207	2,754
Worth	9.1	.0037	36.9	8.7	14.7	17.3	35.0	3.6	27,139	8,069	1,708	66	991	4,427	794
Wright	16.1	.0067	37.2	9.1	13.8	16.7	35.9	6.4	75,719	23,886	4,731	2,277	2,696	19,821	1,961
TOTAL METRO COUNTIES	1,347.5	.5179	30.5	13.2	18.4	18.0	23.7	475.6	7,316,675	1,567,341	635,189	1,086,624	325,455	1,605,729	214,831
TOTAL STATE	2,942.8	1.2219	32.2	12.0	16.5	17.3	28.0	1,121.8	15,266,693	3,510,829	1,196,718	1,732,880	600,278	3,549,302	448,474

CHANGE IN INCOME CALCULATIONS!

Due in part to the recent publication of new income-related data from the Bureau of the Census, Bill Communications' Market Statistics Division has undertaken a major recalculation of Effective Buying Income (EBI) statistics. The latest *Current Population Survey (CPS)* from the Bureau has revealed problems in the methodology used in 1983 to convert Total Aggregate Income (TAI) to EBI. The original calculations, when compared to Bureau of Economic Analysis data for the same year, necessitated an upward shift in the distribution of income values relegated to household groups, which in turn resulted in an overestimation of median household EBI figures in the 1983, 1984, and 1985 issues of the *Survey*. The new *CPS* data received this year made it clear that this overestimation, if allowed to compound itself until the release of new income data, would result in household income totals that were artificially inflated well beyond the actual rates of increase for individual metros and counties. This adjustment results in median household EBI figures in this year's *Survey* that average 12% *below* last year's figures, and users of *Survey* data should take this into account when making comparisons of data between the 1985 and 1986 issues. S&MM and Market Statistics regret any problems this readjustment may cause for our readers, but we feel that this recalculation is absolutely essential to insure the continuing accuracy of *Survey of Buying Power* data. A more detailed explanation of this and other changes in this year's *Survey* can be found on page A-8.

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Cedar Rapids, Iowa

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NEWSPAPER SALES

IOWA

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CEDAR RAPIDS	2,175,220	26,258	21.6	32.3	20.7	10.6	.0744
Linn	2,175,220	26,258	21.6	32.3	20.7	10.6	.0744
• Cedar Rapids	1,428,215	25,467	22.1	31.5	19.6	10.6	.0525
SUBURBAN TOTAL	747,005	27,703	20.5	33.9	22.7	10.6	.0219
DAVENPORT - ROCK ISLAND - MOLINE	4,956,299	27,098	19.9	30.0	20.5	13.9	.1678
Scott	2,081,058	26,614	20.8	31.2	20.3	12.3	.0719
• Davenport	1,263,197	24,222	23.0	30.8	17.7	10.4	.0463
Henry, Ill.	*687,336*	*26,598*	*20.6*	*29.8*	*19.3*	*13.7*	*.0212*
Rock Island, Ill.	*2,187,905*	*27,804*	*18.9*	*29.0*	*21.0*	*15.4*	*.0747*
• Moline	*678,189*	*28,149*	*18.9*	*28.8*	*20.6*	*17.2*	*.0256*
• Rock Island	*570,521*	*24,422*	*22.2*	*27.2*	*18.4*	*13.0*	*.0180*
SUBURBAN TOTAL	2,444,092	29,132	17.8	30.6	22.6	15.2	.0779
DES MOINES	4,964,824	25,288	22.7	30.8	18.1	12.3	.1736
Dallas	323,782	21,551	26.7	33.1	14.0	6.8	.0110
Polk	4,228,448	25,628	22.6	30.2	18.3	13.1	.1491
• Des Moines	2,459,926	22,714	25.0	29.9	15.8	10.2	.0917
Warren	412,594	26,050	21.8	34.1	19.8	9.2	.0125
SUBURBAN TOTAL	2,504,898	28,041	20.4	31.6	20.8	14.6	.0809
DUBUQUE	931,084	23,389	23.1	32.6	16.6	8.2	.0352
Dubuque	931,084	23,389	23.1	32.6	16.6	8.2	.0352
• Dubuque	638,891	22,652	23.7	31.5	16.2	7.9	.0259
SUBURBAN TOTAL	292,193	24,749	21.7	35.2	17.5	9.1	.0093
IOWA CITY	1,079,050	22,263	25.3	26.5	15.0	13.2	.0354
Johnson	1,079,050	22,263	25.3	26.5	15.0	13.2	.0354
• Iowa City	620,720	19,871	26.5	23.7	13.0	12.9	.0219
SUBURBAN TOTAL	458,330	25,303	23.7	30.6	18.0	13.6	.0135
SIOUX CITY	1,241,217	20,925	25.4	30.6	13.9	7.8	.0471
Woodbury	1,060,004	20,590	25.6	29.7	13.8	7.5	.0410
• Sioux City	873,163	20,656	25.4	29.5	14.0	8.0	.0353
Dakota, Neb.	*181,213*	*22,508*	*24.1*	*35.7*	*14.2*	*7.3*	*.0061*
SUBURBAN TOTAL	368,054	21,446	25.4	33.0	13.6	7.2	.0118
WATERLOO - CEDAR FALLS	1,883,726	25,497	21.5	31.5	18.7	11.4	.0643
Black Hawk	1,603,983	25,780	21.2	31.4	19.1	11.7	.0554
• Cedar Falls	411,532	26,256	22.0	30.5	18.8	14.2	.0151
• Waterloo	893,447	24,536	22.2	30.4	18.5	10.4	.0319
Bremer	279,743	23,985	23.2	32.3	16.1	10.2	.0089
SUBURBAN TOTAL	578,757	26,355	20.1	34.2	18.7	11.2	.0173
OTHER COUNTIES							
Adair	82,770	16,317	33.4	23.3	7.5	5.5	.0031
Adams	47,907	16,466	32.1	28.3	8.1	3.4	.0018
Allamakee	114,918	15,473	32.4	25.5	8.6	2.8	.0051
Appanoose	126,046	14,059	30.9	24.6	7.1	2.6	.0048
Audubon	65,149	14,598	38.8	22.3	4.3	5.0	.0027
Benton	239,650	20,695	25.4	32.1	13.5	6.1	.0079
Boone	294,622	21,860	26.4	29.6	15.9	8.5	.0096
Buchanan	213,243	19,618	27.3	30.7	12.2	6.3	.0076
Buena Vista	202,685	17,933	30.6	28.5	9.9	6.4	.0085
Butler	154,233	18,067	29.3	31.1	8.6	5.0	.0050
Calhoun	116,334	16,587	31.8	25.0	8.9	5.8	.0042

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Evening and Sunday

Represented by BRANHAM Newspaper Sales

IOWA (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Carroll	221,608	19,299	31.0	30.3	11.0	6.7	.0094
Cass	169,841	17,253	31.3	27.7	9.3	5.4	.0071
Cedar	187,493	19,902	27.0	31.7	11.8	6.3	.0065
Cerro Gordo	564,762	21,974	25.6	31.1	14.4	8.9	.0217
Cherokee	147,185	16,657	31.9	26.0	8.8	6.4	.0059
Chickasaw	126,214	17,466	30.3	29.3	8.8	4.7	.0045
Clarke	68,585	14,243	32.2	23.4	7.4	2.8	.0031
Clay	213,959	19,124	30.2	27.9	11.5	8.5	.0083
Clayton	176,918	15,292	32.3	24.5	7.3	4.5	.0067
Clinton	609,790	23,361	23.7	33.5	17.6	7.2	.0226
Crawford	164,441	17,626	29.2	29.9	9.4	4.7	.0058
Davis	71,930	15,057	28.4	24.7	7.0	4.8	.0028
Decatur	70,875	13,784	30.4	24.2	6.1	2.8	.0029
Delaware	171,255	19,409	27.6	30.9	11.7	5.8	.0063
Des Moines	530,475	22,454	25.0	30.6	16.6	8.1	.0191
Dickinson	192,244	21,144	28.6	31.1	13.0	9.0	.0065
Emmet	124,981	18,400	28.8	31.3	9.5	5.3	.0045
Fayette	222,705	17,446	30.5	27.9	9.9	5.3	.0084
Floyd	174,619	18,245	29.8	28.9	11.4	4.4	.0066
Franklin	134,964	19,366	28.5	30.6	11.8	5.9	.0044
Fremont	93,176	17,857	29.7	26.8	10.9	6.3	.0035
Greene	123,191	18,520	28.3	28.3	11.0	7.0	.0044
Grundy	166,103	23,391	24.6	32.5	15.2	10.3	.0052
Guthrie	99,366	15,401	30.9	25.6	7.9	3.7	.0033
Hamilton	177,076	19,381	30.2	30.7	10.1	7.4	.0062
Hancock	141,394	19,090	30.8	31.8	9.7	6.1	.0044
Hardin	207,669	18,447	29.4	30.5	9.6	5.8	.0085
Harrison	133,003	16,005	30.0	26.1	9.1	4.1	.0055
Henry	195,286	20,149	29.0	31.1	12.4	6.8	.0069
Howard	97,072	16,161	30.4	25.5	8.8	5.1	.0037
Humboldt	123,720	17,490	32.5	29.5	8.8	5.0	.0044
Ida	79,912	15,769	32.6	26.4	6.7	5.4	.0031
Iowa	161,236	21,397	26.4	34.5	12.3	6.8	.0058
Jackson	203,906	18,902	26.5	33.3	8.3	5.6	.0072
Jasper	390,471	21,635	26.2	33.1	14.8	6.6	.0136
Jefferson	178,147	19,382	27.9	28.6	11.7	8.1	.0064
Jones	196,481	20,596	25.7	31.2	14.9	5.4	.0068
Keokuk	113,465	16,520	32.5	25.1	8.8	5.4	.0038
Kossuth	195,088	17,491	31.2	28.3	9.5	5.6	.0075
Lee	482,767	22,121	25.2	29.9	15.7	9.3	.0164
Louisa	131,924	22,407	24.3	33.1	15.1	8.0	.0042
Lucas	94,948	15,790	29.8	25.9	9.1	4.0	.0040
Lyon	96,783	15,255	32.5	24.6	5.2	5.5	.0036
Madison	108,598	18,275	26.6	29.4	10.9	5.1	.0043
Mahaska	224,269	18,053	29.8	29.3	9.6	5.6	.0081
Marion	313,603	21,738	25.9	32.6	14.7	7.3	.0104
Marshall	500,113	24,205	23.7	31.9	17.7	9.7	.0168
Mills	139,302	20,888	28.8	32.7	12.8	6.9	.0047
Mitchell	110,041	16,000	31.6	24.0	9.2	6.7	.0039
Monona	92,145	14,693	34.5	22.2	6.6	3.5	.0039
Monroe	89,270	18,687	29.9	27.9	13.2	5.4	.0030
Montgomery	150,227	19,773	28.6	29.9	13.7	5.8	.0056
Muscatine	503,521	25,377	21.2	29.7	17.5	13.6	.0169
O'Brien	148,595	16,510	32.1	26.0	8.5	5.6	.0060
Osceola	69,073	15,701	33.7	25.3	8.3	4.1	.0024
Page	193,282	18,039	31.0	27.8	10.9	5.6	.0075
Palo Alto	114,507	17,168	32.0	26.4	10.6	5.3	.0042
Plymouth	221,805	17,420	31.9	28.2	7.7	6.7	.0084
Pocahontas	109,332	18,141	31.7	27.0	10.1	7.8	.0035
☐ Pottawattamie	972,287	22,940	24.5	30.6	16.7	9.3	.0369
• Council Bluffs	623,953	21.649	26.0	30.1	15.8	7.8	.0262
Poweshiek	200,093	20,825	26.6	31.4	14.1	6.7	.0079
Ringgold	43,335	11,830	29.5	18.7	5.6	3.5	.0018
Sac	120,432	15,941	36.2	26.7	6.0	5.1	.0043
Shelby	136,602	18,110	32.9	29.2	9.3	6.0	.0053
Sioux	261,773	18,079	33.9	30.3	7.9	5.2	.0099
Story	870,881	23,884	24.3	28.1	17.6	12.2	.0306
Ames	515,250	22,384	25.6	25.9	16.0	13.1	.0199
Tama	180,411	19,467	27.9	30.7	12.6	5.4	.0063
Taylor	62,660	13,380	33.4	20.6	6.8	2.9	.0024
Union	137,502	17,930	29.5	27.4	11.3	5.5	.0052
Van Buren	61,979	13,588	31.2	23.2	5.7	3.0	.0023
Wapello	409,726	18,967	28.0	28.7	12.8	6.1	.0149
Washington	209,365	18,848	29.8	28.0	11.6	7.6	.0073
Wayne	56,846	11,887	34.3	17.2	4.7	2.3	.0025
Webster	449,089	19,630	27.6	29.4	12.8	6.9	.0174
Winnebago	153,465	21,283	29.0	31.9	14.2	7.5	.0051
Winneshiek	208,728	18,327	30.4	26.8	11.1	7.9	.0077
Worth	91,056	18,633	32.6	29.3	11.1	5.8	.0030
Wright	210,716	23,928	23.0	28.8	16.5	14.0	.0067
TOTAL METRO COUNTIES	**15,147,253**	**24,743**	**22.7**	**30.9**	**18.0**	**11.2**	**.5317**
TOTAL STATE	**31,984,186**	**21,297**	**26.0**	**29.9**	**14.5**	**8.7**	**1.1437**

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

KANS.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
KANSAS CITY	**1,497.5**	**.6216**	**32.0**	**11.0**	**18.3**	**19.6**	**24.9**	**561.3**	**10,495,141**	**1,930,745**	**874,566**	**1,428,648**	**417,267**	**2,687,760**	**295,513**
Johnson	307.6	.1277	31.8	9.6	20.3	22.0	21.5	115.2	2,398,790	402,316	172,900	348,688	133,989	619,660	52,456
• Olathe	49.3	.0205	27.6	12.4	25.2	18.4	12.9	16.7	322,632	71,520	20,023	32,548	10,632	107,913	5,772
Overland Park	89.7	.0372	32.6	9.2	19.3	23.5	21.9	33.8	1,018,901	113,856	66,311	232,691	59,328	277,619	21,082
Leavenworth	58.4	.0242	31.7	10.9	18.3	21.2	22.8	18.4	203,396	47,966	13,751	22,014	8,444	65,461	4,900
• Leavenworth	35.1	.0146	31.6	12.0	18.5	20.3	23.4	11.1	171,326	39,504	11,858	20,687	6,835	54,539	3,978
Miami	22.8	.0095	34.5	9.2	14.7	19.0	30.3	8.2	84,600	26,909	5,275	10,444	3,469	18,967	3,187
Wyandotte	171.9	.0713	31.1	12.1	16.7	16.8	26.8	64.1	803,582	192,828	64,121	109,685	20,614	181,613	30,623
• Kansas City	160.0	.0664	31.1	12.3	16.6	16.6	26.9	60.2	755,685	181,984	42,508	109,443	20,232	156,203	29,883
Cass, Mo.	*56.0*	*.0232*	*31.6*	*9.6*	*16.5*	*22.2*	*22.1*	*19.1*	*226,573*	*60,989*	*14,331*	*34,334*	*4,922*	*58,304*	*6,494*
Clay, Mo.	*141.7*	*.0588*	*31.4*	*11.9*	*19.1*	*21.1*	*22.0*	*52.6*	*1,235,064*	*228,346*	*76,101*	*219,634*	*40,167*	*347,190*	*33,030*
Jackson, Mo.	*632.4*	*.2626*	*32.4*	*11.6*	*18.0*	*18.3*	*27.0*	*245.6*	*5,194,437*	*883,350*	*491,072*	*651,964*	*197,108*	*1,335,599*	*152,524*
Independence	*114.2*	*.0474*	*32.7*	*11.3*	*17.5*	*19.5*	*26.5*	*43.6*	*884,317*	*166,874*	*75,937*	*123,873*	*23,810*	*284,958*	*25,370*
• Kansas City	*445.9*	*.1851*	*32.3*	*12.1*	*18.4*	*17.5*	*27.5*	*175.5*	*3,782,534*	*597,864*	*382,032*	*585,650*	*148,377*	*853,029*	*106,343*
Lafayette, Mo.	*31.3*	*.0130*	*36.0*	*9.3*	*14.2*	*18.9*	*32.5*	*11.4*	*111,776*	*30,168*	*8,915*	*10,646*	*3,137*	*31,952*	*3,052*
Platte, Mo.	*52.5*	*.0218*	*30.8*	*10.2*	*19.9*	*22.9*	*18.8*	*18.7*	*167,900*	*44,015*	*24,375*	*12,912*	*3,531*	*20,076*	*6,982*
Ray, Mo.	*22.9*	*.0095*	*34.1*	*8.8*	*14.8*	*21.1*	*27.6*	*8.0*	*69,023*	*13,858*	*3,725*	*8,327*	*1,886*	*8,938*	*2,265*
SUBURBAN TOTAL	807.2	.3350	32.4	10.0	18.1	21.4	23.8	297.8	5,462,964	1,039,873	398,145	680,320	231,191	1,516,076	149,537
LAWRENCE	**71.7**	**.0298**	**25.7**	**29.1**	**19.9**	**14.4**	**17.1**	**25.4**	**361,149**	**76,590**	**39,722**	**25,779**	**15,209**	**93,871**	**7,955**
Douglas	71.7	.0298	25.7	29.1	19.9	14.4	17.1	25.4	361,149	76,590	39,722	25,779	15,209	93,871	7,955
• Lawrence	55.7	.0231	24.7	33.4	21.0	12.8	14.9	20.0	347,204	71,821	38,746	25,667	14,811	92,759	7,768
SUBURBAN TOTAL	16.0	.0067	31.7	13.9	16.5	20.0	24.5	5.4	13,945	4,769	976	112	398	1,112	187
TOPEKA	**160.3**	**.0665**	**32.3**	**11.5**	**18.2**	**18.3**	**26.7**	**62.6**	**1,023,866**	**228,696**	**95,055**	**137,798**	**36,256**	**237,899**	**39,051**
Shawnee	160.3	.0665	32.3	11.5	18.2	18.3	26.7	62.6	1,023,866	228,696	95,055	137,798	36,256	237,899	39,051
• Topeka	119.6	.0497	32.7	12.6	18.3	16.3	29.5	49.2	950,608	201,452	88,734	127,140	34,769	233,756	38,214
SUBURBAN TOTAL	40.7	.0168	30.8	8.4	16.0	24.3	18.1	13.4	73,258	27,244	6,321	10,658	1,487	4,143	837
WICHITA	**431.6**	**.1792**	**31.0**	**12.7**	**18.6**	**18.1**	**24.4**	**165.1**	**2,703,970**	**524,268**	**224,565**	**399,162**	**132,932**	**697,222**	**56,242**
Butler	47.6	.0198	33.0	10.0	16.2	19.2	27.5	17.3	195,944	46,559	12,421	20,686	8,961	57,996	5,454
Sedgwick	384.0	.1594	30.7	13.0	19.0	18.0	23.9	147.8	2,508,026	477,709	212,144	378,476	123,971	639,226	50,788
• Wichita	284.4	.1181	31.0	13.8	19.5	16.7	25.5	115.1	2,280,753	413,689	197,269	364,786	118,109	589,650	47,096
SUBURBAN TOTAL	147.2	.0611	30.9	10.6	16.9	21.0	22.1	50.0	423,217	110,579	27,296	34,376	14,823	107,572	9,146
OTHER COUNTIES															
Allen	16.2	.0067	35.5	10.0	14.0	16.1	34.4	6.4	68,404	17,841	6,810	8,154	1,525	9,847	1,506
Anderson	9.1	.0038	38.0	8.9	12.4	16.0	37.4	3.4	24,726	8,115	2,003	830	244	4,881	476
Atchison	18.1	.0075	32.6	13.5	13.3	16.6	30.2	6.5	66,075	18,905	4,395	11,308	2,031	8,368	2,580
Barber	7.0	.0029	39.3	8.5	13.8	17.1	38.0	2.9	45,075	8,385	2,005	1,685	960	15,171	1,708
Barton	32.6	.0136	33.1	11.5	15.7	17.4	29.6	12.6	268,889	54,737	15,313	33,645	16,539	73,524	6,919
Bourbon	16.1	.0067	37.6	9.9	14.1	15.5	37.4	6.6	80,288	16,515	7,466	9,613	2,551	22,497	2,941
Brown	12.0	.0049	38.3	8.7	13.2	14.6	38.9	4.8	43,659	9,695	1,521	8,108	597	11,478	928
Chase	3.3	.0014	41.2	7.8	13.1	15.7	41.2	1.3	8,155	2,087	1,012	121	63	397	457
Chautauqua	5.2	.0021	43.7	7.3	10.9	16.9	44.0	2.3	14,499	4,967	750	252	152	2,940	497
Cherokee	23.0	.0096	36.2	8.8	13.9	17.6	34.1	9.0	77,667	23,447	3,840	7,575	2,846	21,992	2,359
Cheyenne	3.5	.0014	42.7	7.2	12.8	16.0	41.9	1.5	21,000	5,386	1,152	181	466	6,413	386
Clark	2.6	.0011	43.6	5.6	11.8	17.8	42.7	1.0	12,657	4,566	611		1,135	1,466	507
Clay	9.8	.0041	39.1	8.1	13.6	15.9	38.6	3.9	50,059	14,520	2,192	4,346	2,647	11,133	1,306
Cloud	12.1	.0050	38.9	10.9	12.7	14.9	39.4	4.7	53,929	13,292	3,245	6,931	3,296	10,447	2,160
Coffey	10.6	.0044	35.2	9.2	15.0	16.2	34.0	3.9	32,854	6,026	2,340	2,472	1,073	8,287	1,121
Comanche	2.6	.0011	42.0	7.1	12.2	17.7	40.6	1.0	9,314	1,452	1,112		681	2,299	365
Cowley	38.3	.0159	34.6	10.7	15.2	17.4	32.0	14.5	181,930	45,985	14,417	22,055	7,589	40,043	8,705
Crawford	38.0	.0158	35.8	13.9	13.8	15.1	35.8	15.5	171,300	49,328	15,909	25,063	6,639	32,155	5,171
Decatur	4.4	.0018	41.3	8.5	11.8	16.2	40.4	1.8	27,979	5,409	1,151	990	812	10,915	909
Dickinson	20.2	.0084	38.1	8.5	12.9	18.1	35.8	8.0	83,030	19,076	5,759	6,994	1,833	16,748	2,881
Doniphan	9.4	.0039	33.7	11.0	14.7	15.4	32.7	3.4	26,075	7,206	1,498	532	367	935	726
Edwards	4.3	.0018	39.6	8.4	13.3	16.6	38.8	1.7	12,373	5,124	549	111	221	2,103	269
Elk	3.8	.0015	45.6	6.6	10.4	16.2	46.0	1.6	10,157	2,365	872		180	1,536	262

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KANS. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Ellis	27.9	.0116	28.0	19.7	17.5	15.0	22.8	10.4	271,192	54,535	21,401	22,125	14,005	78,787	7,366
Ellsworth	6.9	.0029	40.5	7.6	13.0	15.7	40.3	2.9	27,749	7,447	1,450	802	431	6,066	1,5
Finney	28.3	.0117	28.1	12.6	19.0	16.8	20.0	9.8	243,246	54,677	12,528	25,049	11,136	79,784	964
Ford	26.6	.0111	31.1	13.1	16.2	17.2	26.4	9.8	245,890	43,833	18,422	35,941	14,628	75,365	7,210
Franklin	23.0	.0095	34.7	11.3	14.0	18.0	31.5	8.7	83,072	24,097	8,046	11,672	2,116	14,114	2,469
Geary	30.8	.0128	25.3	22.2	17.7	16.1	16.7	10.3	205,397	43,230	27,511	30,251	14,891	49,478	2,651
Gove	3.7	.0016	33.9	9.2	14.2	16.8	31.6	1.4	13,081	2,251	581		678	6,463	556
Graham	3.9	.0016	37.7	8.7	12.2	18.9	34.7	1.5	24,612	5,462	950	448		11,387	435
Grant	7.3	.0030	29.1	10.8	17.9	20.0	19.5	2.6	41,233	9,142	2,159	3,715	1,162	15,651	1,199
Gray	5.4	.0022	31.5	10.4	17.0	18.0	26.0	1.9	12,465	3,375	611		219	3,477	862
Greeley	1.9	.0008	33.5	10.9	13.9	17.7	30.2	.7	7,144	2,519	206			1,987	417
Greenwood	8.6	.0036	42.5	7.0	12.0	16.3	42.2	3.6	36,384	9,464	2,795	644	899	9,606	1,641
Hamilton	2.3	.0010	38.7	7.6	13.1	18.4	36.4	1.0	8,225	143	679	726	309	1,438	169
Harper	7.6	.0031	41.9	7.0	12.6	17.0	41.2	3.2	47,114	9,819	2,610	3,921	1,941	18,679	987
Harvey	31.8	.0132	33.4	12.1	16.0	17.4	30.0	11.5	143,107	36,639	10,830	11,437	3,798	24,719	2,420
Haskell	3.9	.0016	30.1	9.9	17.6	19.4	22.0	1.4	8,763	4,514	310			576	542
Hodgeman	2.2	.0010	38.3	9.0	12.8	17.5	36.6	.9	3,451	279	184		169	1,506	
Jackson	11.9	.0049	34.4	7.9	15.1	18.7	30.4	4.3	29,677	7,516	2,409	5,312	643	5,699	554
Jefferson	16.7	.0069	34.5	7.8	15.8	19.9	29.3	5.7	26,768	9,078	1,237	415	1,427	3,149	775
Jewell	4.8	.0020	41.6	7.8	12.5	16.0	40.8	2.0	10,371	3,600	1,265	586	727	288	340
Kearny	3.7	.0016	30.0	10.4	15.7	17.7	24.4	1.2	9,114	4,501	64		716	1,625	431
Kingman	9.1	.0038	36.8	9.3	13.7	16.8	35.3	3.4	31,338	8,435	2,183	701	1,137	7,388	1,536
Kiowa	3.9	.0016	37.3	9.9	14.2	16.2	36.3	1.5	18,830	5,888	1,286	714	548	3,768	784
Labette	25.7	.0107	34.4	9.5	15.0	16.3	32.8	9.8	134,133	27,964	8,115	15,684	4,622	42,987	3,722
Lane	2.5	.0010	36.8	7.7	14.0	19.0	33.4	1.0	4,749	2,287	397		217	1,004	99
Lincoln	4.0	.0017	45.1	6.7	12.5	14.5	45.1	1.6	10,911	2,156	305	249	559	3,271	503
Linn	8.7	.0036	39.6	6.8	13.5	16.9	38.7	3.4	24,455	8,378	1,546	203	434	7,060	919
Logan	3.5	.0015	36.1	9.1	14.0	16.6	34.6	1.4	41,393	7,751	2,507	1,015	790	16,622	308
Lyon	38.5	.0160	28.8	19.0	19.4	14.5	23.4	14.5	248,065	59,946	20,701	29,510	8,992	54,208	7,072
McPherson	28.0	.0116	33.8	13.2	15.4	16.5	31.6	10.4	132,791	30,629	14,087	7,669	4,639	52,070	1,541
Marion	13.5	.0056	40.8	10.0	12.4	15.5	40.8	5.2	49,879	8,827	2,127	2,517	2,872	18,831	1,218
Marshall	12.9	.0053	40.7	9.0	12.1	16.3	40.1	5.2	70,265	16,804	3,564	8,772	6,171	19,774	2,034
Meade	4.8	.0020	36.1	10.0	13.6	17.3	34.0	1.8	22,446	4,995	2,216	208	287	9,363	125
Mitchell	8.3	.0034	35.9	9.6	14.4	14.8	36.2	3.4	58,366	11,646	3,063	4,209	1,480	16,483	956
Montgomery	43.0	.0179	35.7	9.7	14.5	17.0	33.8	16.6	236,597	47,480	15,195	27,920	9,848	54,384	5,545
Morris	6.3	.0026	41.1	7.9	11.8	17.0	40.4	2.6	23,813	5,154	1,252	444	912	7,141	334
Morton	3.4	.0014	31.2	10.6	16.3	19.6	24.1	1.2	19,439	5,601	894	865	230	6,200	151
Nemaha	11.2	.0047	36.5	9.2	12.4	15.2	36.4	4.2	57,070	14,961	3,748	1,703	1,903	20,093	1,749
Neosho	19.3	.0080	35.5	9.7	14.3	16.9	33.6	7.2	98,989	16,572	5,182	8,104	7,811	32,738	2,213
Ness	4.5	.0019	38.8	9.6	12.9	16.4	37.9	1.8	26,349	5,892	506	466	274	10,509	324
Norton	6.5	.0027	39.8	7.5	14.1	17.4	38.7	2.7	43,694	9,514	1,640	2,859	1,787	13,964	1,176
Osage	16.6	.0069	35.1-	9.0	14.8	18.5	31.6	6.1	51,485	12 968	3,142	861	2,366	16,134	1,333
Osborne	5.8	.0024	43.0	7.8	11.4	15.0	43.1	2.3	31,284	9,511	1,428	960	2,603	3,481	1,041
Ottawa	6.0	.0025	39.5	7.7	12.6	18.2	37.8	2.3	-23,632	4,947	795	320	202	11,172	996
Pawnee	8.0	.0033	36.9	8.5	15.7	18.2	34.2	3.2	38,969	10,590	2,407	3,945	1,259	12,524	1,441
Phillips	7.3	.0030	39.6	7.0	13.5	17.4	38.3	2.9	37,744	9,258	1,578	2,771	3,984	9,334	845
Pottawatomie	16.0	.0067	32.4	10.8	17.2	16.9	28.6	5.9	46,353	11,753	3,456	2,975	1,336	11,301	1,207
Pratt	10.7	.0044	36.2	11.3	14.5	16.9	34.6	4.3	97,480	17,011	8,440	9,849	2,470	32,938	2,523
Rawlins	4.0	.0017	37.8	8.0	13.6	16.8	36.4	1.5	11,623	3,892	284	492	399	3,275	220
Reno	67.0	.0278	32.8	12.0	16.8	17.5	28.7	25.7	367,708	76,112	33,219	34,324	25,436	110,666	11,669
Hutchinson	41.8	.0174	32.3	13.8	17.2	16.0	29.3	16.6	323,328	70,684	28,392	32,225	21,732	94,178	11,496
Republic	7.0	.0029	43.9	7.8	11.8	16.0	43.6	2.9	32,326	7,886	1,409	716	1,864	8,748	2,351
Rice	12.0	.0050	37.8	10.5	12.6	17.4	36.0	4.8	43,511	12,542	2,906	848	1,245	11,829	1,898
Riley	65.6	.0272	23.7	35.9	20.0	11.2	12.4	20.1	289,287	58,915	29,892	37,972	13,697	68,837	5,929
Rooks	6.8	.0028	37.3	8.9	12.8	15.4	37.1	2.6	43,864	10,492	1,779	1,061	1,584	5,822	1,046
Rush	4.5	.0019	43.3	7.4	12.1	16.2	42.5	1.7	12,050	3,768	1,066	569	204	549	248
Russell	9.1	.0038	39.5	8.5	13.8	16.7	38.5	3.6	61,293	12,844	3,757	2,716	2,176	17,355	2,010
Saline	51.1	.0212	31.8	12.8	17.4	18.0	26.4	19.9	390,014	76,452	26,566	38,983	21,681	114,356	8,196
Salina	43.6	.0181	31.4	13.5	17.6	17.6	26.1	17.2	378,465	75,674	24,547	38,696	20,074	113,403	8,132
Scott	6.0	.0025	32.1	8.9	17.0	17.6	27.4	2.2	42,485	11,098	2,502	1,793	2,143	11,139	179
Seward	17.7	.0074	29.0	13.5	17.7	17.8	21.6	6.5	191,782	32,648	12,925	19,717	11,729	56,935	2,238
Sheridan	3.4	.0015	34.3	8.8	13.1	17.3	31.8	1.3	12,912	3,634	897	1,071	342	2,691	332
Sherman	7.6	.0031	33.1	10.5	15.5	18.4	28.7	2.9	69,424	7,421	4,582	8,791	3,326	28,069	1,934
Smith	5.6	.0023	43.7	7.4	11.4	16.6	43.2	2.3	28,357	6,692	1,179	2,317	1,111	6,537	746
Stafford	5.8	.0024	42.8	7.3	11.8	16.2	42.8	2.4	26,616	6,362	1,094	377	445	7,788	350
Stanton	2.3	.0010	31.1	10.2	15.4	21.3	22.6	.8	6,513	3,215	53			1,040	110
Stevens	5.1	.0021	31.8	10.1	15.3	17.6	27.4	1.7	20,055	7,328	1,410	347	904	1,910	1,097
Sumner	25.9	.0108	35.8	9.1	14.2	17.4	33.6	9.7	100,065	38,624	5,518	9,599	3,711	14,982	7,389
Thomas	9.1	.0037	30.4	14.4	15.8	16.7	26.0	3.2	64,891	12,994	5,901	4,684	3,065	22,294	1,126
Trego	4.3	.0018	37.5	8.7	13.6	15.2	37.2	1.6	22,035	5,469	1,152	585	482	4,826	723
Wabaunsee	7.1	.0030	37.5	7.7	13.4	17.9	35.3	2.5	16,104	3,007	2,216	403	341	351	164
Wallace	2.0	.0008	33.4	8.9	16.2	16.8	30.6	.7	6,589	1,376	75	144		2,719	105
Washington	8.0	.0033	41.9	7.4	11.3	15.2	41.9	3.2	27,753	7,272	2,035	324	1,848	2,735	1,616
Wichita	2.8	.0012	30.8	9.7	15.7	18.1	25.4	1.0	13,232	5,968	435	75		4,436	177
Wilson	12.4	.0051	37.9	8.1	13.6	16.0	37.4	4.8	30,447	7,044	1,588	1,278	893	7,199	1,906
Woodson	4.6	.0020	42.9	8.4	12.5	15.2	43.1	1.8	11,745	3,656	1,260	179	380	2,000	
TOTAL METRO COUNTIES	**1,224.3**	**.5082**	**31.1**	**12.5**	**18.6**	**18.9**	**23.9**	**459.0**	**7,579,383**	**1,499,573**	**615,389**	**1,053,570**	**350,913**	**1,914,693**	**194,414**
TOTAL STATE	**2,470.5**	**1.0258**	**32.1**	**12.4**	**16.9**	**17.7**	**27.5**	**929.4**	**14,090,702**	**2,983,952**	**1,085,019**	**1,662,437**	**643,995**	**3,653,962**	**368,543**

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
KANSAS CITY	**19,831,816**	**27,736**	**20.3**	**27.8**	**19.6**	**17.3**	**.7040**
Johnson	5,369,196	36,379	14.4	26.1	23.3	29.0	.1730
• Olathe	667,566	32,642	17.0	29.5	25.7	19.6	.0230
Overland Park	1,589,614	38,390	13.1	25.7	24.9	30.7	.0577
Leavenworth	640,867	26,677	21.1	29.3	20.9	12.3	.0207
• Leavenworth	380,652	24,605	22.8	28.8	19.2	11.0	.0134
Miami	250,537	22,894	25.0	28.5	17.1	10.5	.0081
Wyandotte	1,983,405	23,904	22.1	27.6	17.7	12.5	.0670
• Kansas City	1,840,374	23,550	22.3	27.7	17.4	12.1	.0624
Cass, Mo.	*579,325*	*24,955*	*22.3*	*30.7*	*18.5*	*11.2*	*.0198*
Clay, Mo.	*1,851,739*	*29,704*	*19.0*	*30.5*	*23.4*	*15.6*	*.0714*
Jackson, Mo.	*8,057,083*	*25,422*	*22.0*	*26.9*	*18.0*	*15.7*	*.3081*
Independence	*1,492,733*	*29,064*	*19.8*	*28.0*	*23.0*	*15.5*	*.0551*
• Kansas City	*5,549,837*	*23,660*	*23.1*	*26.6*	*16.4*	*14.6*	*.2175*
Lafayette, Mo.	*303,996*	*20,756*	*25.8*	*29.9*	*14.4*	*7.4*	*.0104*
Platte, Mo.	*595,317*	*27,038*	*20.7*	*33.5*	*21.1*	*11.1*	*.0185*
Ray, Mo.	*200,351*	*20,000*	*26.5*	*30.8*	*13.6*	*5.6*	*.0070*
SUBURBAN TOTAL	11,393,387	30,519	18.3	28.4	21.6	20.0	.3877
LAWRENCE	**817,446**	**21,573**	**25.0**	**25.2**	**14.6**	**13.4**	**.0284**
Douglas	817,446	21,573	25.0	25.2	14.6	13.4	.0284
• Lawrence	629,040	20,102	25.9	24.2	13.1	12.9	.0233
SUBURBAN TOTAL	188,406	27,667	21.7	28.8	20.5	15.2	.0051
TOPEKA	**2,259,480**	**27,502**	**21.5**	**28.7**	**19.1**	**17.1**	**.0757**
Shawnee	2,259,480	27,502	21.5	28.7	19.1	17.1	.0757
• Topeka	1,680,524	25,015	23.6	29.2	16.7	15.0	.0604
SUBURBAN TOTAL	578,956	36,085	13.5	27.4	27.5	24.9	.0153
WICHITA	**6,289,776**	**28,884**	**19.2**	**28.3**	**19.4**	**19.5**	**.2064**
Butler	530,678	24,241	23.2	30.7	18.6	9.9	.0177
Sedgwick	5,759,098	29,534	18.8	28.0	19.6	20.6	.1887
• Wichita	4,287,360	27,911	20.1	28.3	18.6	18.8	.1492
SUBURBAN TOTAL	2,002,416	31,103	17.3	28.0	21.6	21.1	.0572
OTHER COUNTIES							
Allen	164,350	18,305	28.2	27.4	10.8	7.2	.0058
Anderson	91,029	18,879	29.4	25.6	12.4	8.9	.0028
Atchison	167,938	18,482	27.6	28.5	11.4	6.3	.0060
Barber	82,951	20,090	26.2	28.4	12.2	9.5	.0030
Barton	396,282	23,402	24.2	30.6	16.0	11.5	.0156
Bourbon	154,822	16,198	28.9	25.3	9.5	5.9	.0058
Brown	115,504	17,080	30.2	25.9	9.8	6.1	.0040
Chase	32,524	18,704	23.9	29.9	11.2	6.2	.0011
Chautauqua	63,533	18,559	28.2	25.7	11.5	9.5	.0018
Cherokee	201,138	16,120	28.4	26.5	8.9	4.9	.0071
Cheyenne	40,177	19,211	27.2	27.7	10.7	9.5	.0015
Clark	26,062	18,692	28.6	28.0	11.4	7.5	.0010
Clay	91,844	16,973	30.9	27.2	9.1	5.5	.0034
Cloud	108,341	16,379	32.0	25.2	9.0	5.3	.0041
Coffey	134,218	24,411	23.2	24.0	17.1	17.7	.0040
Comanche	24,655	17,806	34.3	28.4	8.0	6.4	.0009
Cowley	413,713	20,567	26.7	29.0	14.3	8.0	.0145
Crawford	377,429	16,471	27.8	24.6	11.2	6.4	.0136
Decatur	42,616	16,683	32.5	25.9	8.4	6.4	.0017
Dickinson	217,902	19,789	28.1	28.2	13.2	8.1	.0074
Doniphan	76,024	17,033	29.1	29.3	8.7	4.2	.0026
Edwards	36,746	15,698	32.3	25.6	7.4	4.2	.0013
Elk	36,961	15,961	31.6	22.2	10.7	5.8	.0011
Ellis	338,452	23,884	24.6	29.2	17.1	11.7	.0142
Ellsworth	69,066	17,742	29.5	27.3	10.3	5.4	.0024
Finney	307,365	23,160	27.6	31.3	15.6	10.5	.0132
Ford	309,308	23,882	22.9	30.2	16.6	11.7	.0129
Franklin	265,287	21,443	28.3	27.0	15.9	10.5	.0085
Geary	285,050	17,918	33.8	25.8	11.7	6.5	.0119
Gove	31,664	16,000	32.1	25.2	7.1	6.3	.0013
Graham	43,239	19,436	27.1	24.8	13.9	9.7	.0017
Grant	80,679	23,987	22.6	37.6	14.1	11.0	.0028
Gray	61,372	24,674	24.2	32.6	17.8	10.8	.0018
Greeley	15,610	16,722	31.9	26.6	7.9	6.0	.0007
Greenwood	83,222	16,279	30.3	24.3	10.8	5.1	.0029
Hamilton	27,912	20,261	29.7	26.6	15.0	9.0	.0009
Harper	72,649	16,611	30.1	26.4	10.1	4.3	.0029
Harvey	353,587	23,478	24.6	32.5	16.5	9.3	.0121
Haskell	39,523	21,865	28.1	33.4	14.0	7.4	.0012
Hodgeman	19,299	16,167	34.4	26.2	8.0	3.6	.0006
Jackson	116,834	21,451	25.5	30.8	15.8	6.5	.0037
Jefferson	162,321	22,652	24.0	30.5	17.4	7.7	.0048
Jewell	40,758	14,708	30.4	23.1	7.3	4.6	.0014
Kearny	37,944	23,966	25.2	32.9	15.8	11.2	.0012
Kingman	90,882	19,637	27.8	27.9	13.6	7.5	.0031
Kiowa	41,029	19,500	27.3	28.1	13.3	7.5	.0015
Labette	277,092	21,095	25.4	27.9	15.4	9.2	.0098
Lane	26,039	18,833	30.4	27.4	12.6	6.9	.0008
Lincoln	33,893	15,304	35.1	24.5	6.9	3.6	.0012
Linn	76,377	15,485	30.0	23.7	9.5	4.9	.0026
Logan	34,576	18,641	29.7	28.7	11.6	5.9	.0018
Lyon	434,545	22,165	24.6	28.4	16.5	9.8	.0163
McPherson	349,433	25,186	23.1	30.9	17.6	13.3	.0114
Marion	132,100	18,400	29.8	29.1	10.3	6.2	.0046
Marshall	129,895	17,401	30.6	24.2	11.3	7.3	.0048
Meade	44,743	18,875	30.9	29.2	11.7	5.8	.0017
Mitchell	75,132	16,150	32.9	26.3	7.2	4.8	.0034
Montgomery	471,020	20,326	26.7	28.0	14.3	8.6	.0171
Morris	66,357	17,973	29.0	25.8	11.2	7.4	.0022
Morton	37,423	23,630	24.1	29.0	16.5	11.8	.0014
Nemaha	99,062	16,205	30.2	24.3	9.3	6.3	.0038
Neosho	204,038	20,405	27.6	28.8	12.6	9.5	.0075
Ness	49,298	19,261	27.6	27.6	11.9	8.6	.0017
Norton	70,846	17,429	29.0	26.1	10.5	7.1	.0028
Osage	171,189	21,372	25.2	29.9	15.5	7.8	.0056
Osborne	48,488	15,079	34.5	24.7	6.0	4.0	.0020
Ottawa	56,955	18,121	29.1	27.9	10.1	6.8	.0020
Pawnee	95,587	21,222	28.3	28.5	14.7	10.3	.0033
Phillips	71,795	18,226	27.9	25.7	12.2	7.1	.0026
Pottawatomie	171,293	22,460	25.3	30.9	16.6	8.5	.0054
Pratt	127,494	22,300	25.3	29.8	15.3	10.1	.0053
Rawlins	35,769	16,723	32.8	24.4	9.0	7.2	.0012
Reno	767,370	22,259	25.8	30.3	15.8	9.5	.0272
Hutchinson	485,666	21,430	27.2	29.6	14.4	9.5	.0191
Republic	65,936	15,149	33.7	22.0	7.9	5.2	.0025
Rice	140,393	21,780	24.0	31.3	13.6	9.4	.0044
Riley	611,546	17,355	33.2	24.1	11.4	7.5	.0225
Rooks	65,889	18,420	30.6	28.7	10.6	6.7	.0028
Rush	40,560	18,000	29.0	28.9	10.1	5.4	.0012
Russell	111,133	20,671	27.1	25.3	14.3	11.9	.0041
Saline	593,157	22,064	26.8	30.5	15.5	9.0	.0232
Salina	505,508	21,565	27.6	29.8	15.1	8.8	.0208
Scott	61,898	20,209	28.2	29.7	13.2	7.8	.0025

WICHITA is KANSAS

*Wichita is Kansas' center for shopping, business, finance and industry. It's also one of the nation's top 25 markets where it counts – **purchasing power.** Among the nation's 316 MSAs, the two-county Wichita MSA ranks an impressive **23rd** in median household effective buying income **($32,316)** and **12th** in per capita income. This tremendous buying power extends to the 66-county ADI, where the EBI is **$12.9 billion.***

*Cost-effectively tap this statewide market with the Wichita Eagle-Beacon. With five daily insertions you reach **501,100 (63%)** ADI adults and **279,500 (89%)** in the MSA. With four Sunday insertions, readership soars to **539,800 (68%)** ADI adults and **301,800 (96%)** in the MSA. The Eagle-Beacon is the dominant medium for reaching the fertile Kansas market.*

Sources: The Simmons Scarborough 1985 Newspaper Rating Study.
CIRCULATION '85/'86 and 1985 S&MM

Contact: Knight-Ridder Newspaper Sales, Inc.

The Wichita
Eagle-Beacon

KANS. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Seward	207,852	24,218	25.1	30.9	18.0	10.2	.0093
Sheridon	29,244	16,104	35.1	23.0	9.2	5.1	.0011
Sherman	73,798	18,130	34.0	28.8	9.8	5.8	.0034
Smith	38,214	11,909	34.3	19.4	3.8	1.7	.0018
Stafford	65,181	20,000	28.1	29.8	13.7	6.5	.0023
Stanton	22,575	19,724	31.3	27.9	11.4	9.8	.0007
Stevens	56,752	25,514	23.3	30.5	17.4	13.9	.0018
Sumner	284,150	22,717	25.0	29.8	17.4	8.7	.0094
Thomas	90,558	20,342	26.5	28.6	12.6	9.5	.0038
Trego	39,924	18,149	31.0	28.8	9.0	6.7	.0014
Wabaunsee	62,269	18,563	31.2	31.2	10.5	4.5	.0021
Wallace	12,104	13,172	36.6	19.3	3.7	2.9	.0005
Washington	54,227	11,711	34.3	17.5	3.6	2.4	.0023
Wichita	26,676	19,857	28.6	28.1	13.6	8.0	.0010
Wilson	114,946	17,669	30.5	27.9	10.3	5.2	.0037
Woodson	38,882	14,937	32.5	23.4	8.4	4.1	.0013
TOTAL METRO COUNTIES	**17,610,707**	**29,261**	**19.2**	**27.6**	**19.8**	**19.8**	**.5793**
TOTAL STATE	**30,666,211**	**23,974**	**23.6**	**27.8**	**16.5**	**13.9**	**1.0537**

KENTUCKY

KY.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CLARKSVILLE - HOPKINSVILLE	**154.4**	**.0641**	**27.6**	**17.4**	**18.5**	**17.3**	**19.0**	**51.1**	**739,575**	**140,484**	**64,678**	**106,962**	**28,072**	**214,055**	**25,293**
Christian	67.4	.0280	27.1	17.5	18.0	16.0	19.8	21.1	288,618	54,364	20,804	30,240	10,285	81,375	11,984
• Hopkinsville	27.6	.0115	33.1	9.4	15.8	19.0	28.1	10.5	220,352	44,546	15,192	19,977	8,005	63,215	10,264
Montgomery, Tenn.	*87.0*	*.0361*	*27.9*	*17.4*	*19.0*	*18.1*	*18.4*	*30.0*	*450,957*	*86,120*	*43,874*	*76,722*	*17,787*	*132,680*	*13,309*
• *Clarksville*	*58.2*	*.0242*	*26.6*	*20.4*	*19.3*	*17.3*	*16.4*	*20.1*	*425,674*	*71,907*	*39,838*	*75,911*	*16,956*	*131,214*	*12,939*
SUBURBAN TOTAL	68.6	.0284	26.6	18.1	18.9	16.5	17.6	20.5	93,549	24,031	9,648	11,074	3,111	19,626	2,090
HUNTINGTON - ASHLAND	**339.8**	**.1409**	**32.6**	**10.9**	**16.3**	**19.2**	**27.0**	**125.1**	**1,709,810**	**357,931**	**138,951**	**327,931**	**71,592**	**325,462**	**60,447**
Boyd	55.2	.0229	33.5	10.3	16.7	19.8	27.7	20.5	345,372	74,775	29,638	63,182	11,195	62,055	16,687
• Ashland	26.4	.0110	37.5	10.0	14.2	18.2	34.9	10.7	276,739	48,108	26,276	61,152	10,189	55,632	15,883
Carter	26.3	.0109	30.3	11.5	16.0	18.5	24.0	8.8	86,146	25,490	5,525	8,961	7,492	12,422	3,392
Greenup	40.4	.0167	31.4	9.8	16.9	21.0	23.0	13.6	82,963	31,096	4,636	4,281	3,171	16,072	2,767
Lawrence, Ohio	*65.0*	*.0270*	*32.3*	*9.9*	*15.9*	*19.3*	*26.3*	*23.5*	*171,085*	*48,875*	*13,151*	*14,150*	*9,653*	*25,501*	*12,270*
Cabell, W. Va.	*105.4*	*.0437*	*33.7*	*12.4*	*16.1*	*18.0*	*29.9*	*41.8*	*897,591*	*148,488*	*77,720*	*210,892*	*37,329*	*186,100*	*23,764*
• *Huntington*	*60.6*	*.0252*	*36.0*	*14.0*	*14.6*	*15.8*	*35.3*	*25.7*	*600,159*	*117,449*	*62,683*	*70,492*	*30,411*	*142,199*	*19,996*
Wayne, W. Va.	*47.5*	*.0197*	*31.9*	*10.3*	*16.3*	*19.8*	*25.2*	*16.9*	*126,653*	*29,207*	*8,281*	*26,465*	*2,752*	*23,312*	*1,567*
SUBURBAN TOTAL	252.8	.1047	31.6	10.3	16.8	20.1	24.2	88.7	832,912	192,374	49,992	196,287	30,992	127,631	24,568
LEXINGTON-FAYETTE	**330.7**	**.1374**	**30.2**	**14.4**	**19.8**	**18.6**	**22.0**	**124.0**	**2,096,377**	**388,903**	**224,796**	**325,510**	**103,563**	**457,644**	**64,642**
Bourbon	19.0	.0079	33.4	9.4	16.3	19.4	27.9	7.0	71,970	21,082	5,512	2,556	1,719	16,160	5,027
Clark	30.0	.0125	31.6	9.8	18.0	19.6	24.3	10.9	142,733	36,222	11,485	17,695	3,840	38,123	4,445
Fayette	209.9	.0871	29.9	16.1	20.9	18.0	21.3	81.7	1,633,234	261,670	188,795	289,311	92,523	351,232	44,718
• Lexington-Fayette	209.9	.0871	29.9	16.1	20.9	18.0	21.3	81.7	1,633,234	261,670	188,795	289,311	92,523	351,232	44,718
Jessamine	29.8	.0124	28.8	13.9	20.2	18.5	18.9	9.9	110,715	25,477	8,603	7,626	2,497	32,982	3,275
Scott	23.2	.0096	30.7	12.8	16.8	19.3	23.5	8.0	61,380	21,073	5,991	4,060	1,913	7,797	3,771
Woodford	18.8	.0079	31.7	10.0	17.4	21.3	22.9	6.5	76,345	22,579	4,410	4,262	1,071	11,350	3,426
SUBURBAN TOTAL	120.8	.0503	30.9	11.4	17.8	19.5	23.2	42.3	463,143	127,233	36,001	36,199	11,040	106,412	19,944
LOUISVILLE	**971.0**	**.4033**	**31.6**	**11.3**	**18.1**	**18.9**	**25.0**	**356.2**	**5,580,056**	**1,107,397**	**577,333**	**802,867**	**263,207**	**1,158,669**	**238,182**
Bullitt	49.0	.0203	27.8	10.1	19.1	21.3	14.9	15.0	95,243	42,786	7,321	2,218	3,228	13,321	1,085
Jefferson	678.5	.2817	32.1	11.6	17.9	18.4	26.4	257.2	4,362,179	833,054	472,193	652,320	216,560	916,014	193,633
• Louisville	287.1	.1192	33.8	12.1	16.6	15.7	32.4	116.7	1,780,364	440,170	243,846	113,659	100,944	290,610	108,061
Oldham	33.4	.0139	29.6	10.6	21.6	23.3	15.1	9.9	79,005	22,458	3,728	4,056	3,634	23,678	3,172
Shelby	25.0	.0104	33.2	10.1	16.5	20.3	26.7	8.6	87,167	23,530	7,885	6,156	1,675	22,757	3,357
Clark, Ind.	*92.0*	*.0383*	*30.7*	*10.9*	*18.7*	*19.3*	*22.6*	*32.9*	*609,495*	*98,557*	*47,305*	*110,994*	*15,023*	*127,653*	*18,326*
Floyd, Ind.	*63.3*	*.0263*	*32.1*	*10.4*	*17.3*	*19.3*	*25.7*	*22.6*	*262,082*	*62,544*	*31,724*	*20,956*	*18,722*	*40,763*	*15,205*
• *New Albany*	*38.0*	*.0158*	*33.5*	*10.9*	*16.7*	*16.9*	*30.6*	*14.7*	*237,160*	*53,378*	*29,210*	*20,850*	*17,033*	*40,300*	*12,057*

LEXINGTON

Lexington Herald

KENTUCKY

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	1980	1985	Growth
Population	322,200	330,700	+3%
EBI	$2.5 billion	$3.7 billion	+51%
EBI/HH	$21,170	$30,194	+43%
Retail Sales	$1.7 billion	$2.1 billion	+25%
RS/HH	$14,320	$16,906	+18%

Sources: 1981, 1986 S&MM Survey of Buying Power

KY. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Harrison, Ind.	*29.8*	*.0124*	*31.0*	*10.4*	*17.0*	*19.5*	*23.8*	*10.0*	*84,885*	*24,468*	*6,967*	*6,167*	*4,365*	*14,483*	*3,404*
SUBURBAN TOTAL	645.9	.2683	30.7	10.9	18.9	20.5	21.3	224.8	3,562,512	613,849	304,267	668,358	145,230	827,739	118,064
OWENSBORO	**88.2**	**.0366**	**31.3**	**11.4**	**16.7**	**18.7**	**25.2**	**32.4**	**583,094**	**118,280**	**59,508**	**89,264**	**27,549**	**114,703**	**24,531**
Daviess	88.2	.0366	31.3	11.4	16.7	18.7	25.2	32.4	583,094	118,280	59,508	89,264	27,549	114,703	24,531
• Owensboro	55.6	.0231	32.1	11.9	16.7	18.0	27.2	21.5	504,018	103,971	50,471	75,636	25,933	97,199	22,802
SUBURBAN TOTAL	32.6	.0135	30.0	10.7	16.7	20.0	21.8	10.9	79,076	14,309	9,037	13,628	1,616	17,504	1,729
OTHER COUNTIES															
Adair	16.4	.0068	35.6	9.6	13.7	19.0	31.8	5.8	35,064	9,151	2,753	1,348	1,183	6,550	1,354
Allen	15.0	.0063	36.0	9.3	14.1	19.5	32.0	5.7	56,033	14,752	2,451	2,111	953	18,219	3,330
Anderson	13.9	.0057	32.1	9.6	17.4	19.5	25.5	4.8	39,019	12,450	1,540	1,054	719	6,581	1,770
Ballard	8.5	.0036	36.0	8.7	14.7	18.5	32.9	3.3	28,536	8,041	1,388	205	421	10,738	734
Barren	34.9	.0145	34.1	9.9	15.7	19.2	29.4	13.0	161,576	37,524	15,466	23,760	7,263	26,437	7,602
Bath	10.1	.0042	33.1	10.1	15.4	18.6	28.4	3.6	15,287	5,339	716	574	813	2,379	1,109
Bell	34.6	.0143	31.0	10.3	16.3	17.7	25.8	12.0	163,770	40,328	12,499	19,671	7,860	29,335	6,043
☐ Boone	50.3	.0209	29.4	10.7	19.1	20.5	18.7	17.0	461,298	68,596	47,831	104,831	10,953	76,238	15,077
Boyle	25.5	.0106	32.5	11.3	15.9	18.7	27.3	9.4	169,070	35,208	10,929	31,406	5,739	42,447	6,339
Bracken	7.8	.0032	34.5	9.4	14.0	18.1	31.2	2.7	13,163	5,981	426	233	260	2,295	196
Breathitt	17.1	.0071	28.3	11.8	16.6	17.1	21.7	5.4	52,533	10,528	2,900	7,435	2,566	12,755	1,693
Breckinridge	16.9	.0071	32.9	9.8	15.6	17.7	29.0	6.1	54,133	26,493	2,663	2,491	1,823	8,079	2,041
Butler	12.5	.0052	33.1	10.2	15.2	18.5	28.7	4.3	19,445	6,899	621	649	272	3,186	1,340
Caldwell	13.0	.0054	37.4	9.1	14.5	18.1	34.9	5.0	60,588	14,515	3,911	9,470	3,340	11,384	2,153
Calloway	32.8	.0136	32.0	19.7	14.6	16.8	28.9	12.1	252,611	33,164	16,750	16,577	11,756	120,802	8,142
☐ Campbell	81.5	.0339	31.8	11.6	15.8	17.3	27.5	28.7	339,016	88,807	36,227	27,513	14,015	55,210	23,399
Carlisle	5.5	.0022	37.5	8.8	13.2	18.6	34.7	2.1	14,490	3,358	226	531	115	4,006	121
Carroll	9.7	.0041	33.6	10.2	15.1	19.2	28.6	3.5	48,989	18,995	3,007	1,210	729	9,411	2,777
Casey	15.5	.0064	32.9	9.5	15.2	17.9	28.9	5.8	34,690	6,800	2,540	3,734	1,181	11,109	1,844
Clay	24.3	.0101	28.3	11.0	16.0	17.7	21.6	7.6	64,192	18,349	2,779	4,261	3,116	10,435	3,079
Clinton	9.7	.0040	34.3	10.1	14.4	19.9	29.1	3.5	31,644	11,147	1,449	1,881	1,417	3,593	1,044
Crittenden	9.4	.0039	36.1	9.3	14.8	18.9	32.6	3.4	27,355	10,678	1,468	1,983	1,034	4,255	1,789
Cumberland	7.2	.0030	36.3	9.6	14.2	18.2	33.3	2.8	14,121	5,214	727	961	806	2,485	1,002
Edmonson	11.3	.0047	32.7	9.9	15.0	19.8	26.8	3.7	12,266	5,903	1,211	225	572	1,454	611
Elliott	7.2	.0030	29.8	10.2	16.8	17.7	23.5	2.5	8,378	1,210	436	425	346	3,026	144
Estill	14.9	.0062	32.3	9.8	15.1	19.1	26.8	5.3	48,124	13,404	2,084	2,803	612	21,304	2,309
Fleming	12.6	.0053	33.0	9.9	15.9	17.7	29.1	4.7	53,279	9,750	2,227	4,283	2,352	20,922	1,997
Floyd	52.7	.0218	30.0	10.6	17.4	17.7	23.7	17.9	187,196	34,616	9,612	15,863	5,330	54,758	9,694
Franklin	43.9	.0183	31.9	11.2	19.3	19.6	24.4	17.0	209,594	42,554	21,266	22,788	5,202	47,875	9,935
Fulton	8.3	.0034	36.3	9.0	13.2	16.7	34.9	3.2	45,400	15,037	1,047	7,439	1,469	6,140	2,496
Gallatin	5.1	.0021	31.9	9.9	15.4	19.8	25.5	1.9	24,948	7,028	2,206	1,507	137	246	793
Garrard	11.0	.0046	34.7	9.4	16.1	19.6	29.9	4.1	18,313	5,401	1,411	1,093	1,240	2,346	1,016
Grant	15.0	.0062	32.1	9.3	15.5	19.8	25.7	4.9	50,750	14,554	3,442	890	1,191	14,107	1,942
Graves	33.8	.0141	36.8	9.2	14.7	18.3	34.1	13.1	138,823	30,300	5,388	13,634	3,696	28,697	5,875
Grayson	23.0	.0095	32.9	10.0	15.2	17.8	28.9	8.2	76,804	17,698	5,345	9,288	2,539	11,519	5,365
Green	11.2	.0047	35.9	9.1	14.8	19.4	31.8	4.1	27,396	10,757	1,103	1,806	611	3,887	1,394
Hancock	8.1	.0034	30.0	10.1	17.4	18.9	22.4	2.9	13,003	8,533	491		70	1,891	690
Hardin	90.8	.0377	24.5	23.8	17.3	16.4	14.5	26.7	403,530	69,640	31,052	45,327	18,301	118,832	8,425
Harlan	42.0	.0174	29.8	10.8	17.0	16.3	25.0	14.4	149,699	43,599	9,375	22,803	7,726	22,355	6,202
Harrison	15.5	.0065	34.9	9.6	14.7	18.3	31.5	5.5	65,201	17,553	3,120	6,122	2,687	13,827	4,687
Hart	16.8	.0070	33.8	9.8	14.6	18.8	29.4	6.1	37,256	12,610	888	1,383	1,960	7,452	2,082
☐ Henderson	43.2	.0179	31.8	10.8	17.2	18.7	25.9	16.1	274,577	64,928	23,833	30,623	12,784	65,087	7,781
Henry	13.5	.0056	34.5	9.3	15.5	19.7	29.5	4.8	31,724	8,886	2,332	1,511	334	8,596	2,937
Hickman	5.7	.0024	37.0	9.1	13.9	18.0	34.6	2.1	7,755	2,380	760	503	50	1,409	150
Hopkins	48.0	.0199	32.6	10.2	16.9	18.2	27.7	17.7	261,074	66,362	15,810	29,763	12,338	57,749	10,304
Jackson	12.5	.0052	31.0	10.2	15.7	17.2	26.4	4.3	14,867	3,641	1,367	1,351	347	3,156	1,462
Johnson	26.7	.0111	31.3	10.3	17.2	18.7	24.9	8.9	120,422	19,895	8,536	15,337	8,329	23,479	7,453
☐ Kenton	139.0	.0577	31.0	11.5	17.4	17.5	25.5	30.2	644,744	165,754	71,940	85,554	30,421	86,396	31,303
Covington	46.9	.0195	31.8	11.9	16.2	14.8	30.0	18.3	296,817	67,512	38,114	21,786	14,865	75,303	13,643
Knott	19.0	.0079	28.2	11.5	17.1	16.8	21.6	6.0	53,472	14,802	2,446	9,192	2,719	3,910	446
Knox	31.9	.0132	30.4	10.4	15.6	17.8	25.0	10.8	114,092	29,733	6,356	19,155	2,361	25,327	6,207
Larue	12.2	.0051	34.5	9.5	15.2	19.3	30.0	4.5	33,149	11,573	1,293	3,772	1,215	6,000	1,163

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Total Household - 264,300

NEWSPAPER	DAILY CIRC.	% COV.	SUNDAY CIRC.	% COV.
Owensboro Mess. Inq.	32,892	12%	33,778	13%
Evansville Cour. Press	99,154	38%	105,899	40%
TOTAL	132,046	50%	139,677	53%

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* SOURCE: Circulation '85-'86.
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KY. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Laurel	43.6	.0181	30.6	10.5	16.8	18.4	24.2	14.3	203,694	45,494	10,658	11,936	10,180	67,479	6,339
Lawrence	15.9	.0066	31.5	10.0	15.8	18.3	26.2	5.3	38,743	19,455	2,426	305	837	1,943	3,581
Lee	7.8	.0032	33.4	9.2	14.7	18.3	29.4	2.9	21,921	6,931	894	1,522	265	4,721	458
Leslie	15.4	.0064	27.1	12.1	17.2	18.2	18.3	5.0	25,705	8,193	1,084	4,496	1,347	1,732	823
Letcher	32.1	.0134	29.6	10.6	16.8	17.5	23.4	10.9	81,869	22,904	3,830	10,315	4,789	6,321	4,324
Lewis	14.7	.0061	29.8	10.6	15.5	18.4	23.5	5.0	20,021	8,161	1,139	393	522	2,220	185
Lincoln	19.3	.0080	32.8	9.2	15.4	18.6	28.0	6.8	33,529	9,207	2,112	512	1,770	9,249	803
Livingston	9.4	.0039	34.4	9.5	16.4	19.5	29.6	3.7	19,686	9,561	4,069	63	299	1,142	1,191
Logan	26.3	.0109	34.3	9.9	14.5	19.3	29.8	9.6	85,772	29,415	4,941	8,275	2,956	17,475	5,379
Lyon	6.8	.0028	37.0	10.9	17.7	20.1	32.9	2.5	16,641	6,974	750	223	1,026	3,844	333
McCracken	61.2	.0254	34.4	9.9	16.6	18.5	30.4	24.2	433,613	90,824	36,049	53,301	22,438	82,263	19,506
McCreary	16.7	.0070	28.8	10.5	15.6	16.9	23.4	5.5	41,913	18,335	2,097	2,693	1,625	6,604	2,284
McLean	10.3	.0042	33.9	9.1	16.2	18.9	29.4	3.5	22,708	8,577	1,192	732	422	4,139	930
Madison	55.8	.0232	26.7	24.2	15.8	16.5	20.4	18.2	300,042	61,636	32,175	31,067	5,891	56,820	9,499
Magoffin	14.5	.0060	27.7	11.4	16.1	17.7	20.4	4.8	35,541	14,461	1,424	4,520	852	2,693	2,296
Marion	17.8	.0074	29.6	10.8	15.7	16.6	24.9	5.8	39,305	18,742	3,722	7,642	3,707	5,004	2,969
Marshall	27.0	.0112	36.1	9.4	14.9	20.6	31.0	10.3	99,750	22,121	7,471	9,736	3,326	19,957	2,951
Martin	15.2	.0064	26.6	11.3	18.7	16.0	18.3	4.6	56,076	13,947	1,339	5,193	1,599	25,499	1,465
Mason	17.2	.0071	33.8	9.9	15.5	17.4	30.7	6.4	101,653	20,687	7,903	12,321	3,900	16,162	4,885
Meade	24.1	.0100	26.9	11.5	23.2	16.8	14.5	7.8	37,160	7,906	2,728	802	1,249	15,766	779
Menifee	5.2	.0022	29.8	11.4	16.1	17.5	24.1	1.6	8,149	2,092	243	274	381	2,643	219
Mercer	20.4	.0084	34.0	9.5	15.8	19.3	29.0	7.4	63,211	22,058	5,195	2,994	2,961	10,339	2,774
Metcalfe	10.5	.0044	34.8	9.6	14.1	19.6	30.1	3.8	30,043	9,302	1,181	606	765	9,231	1,148
Monroe	12.7	.0053	34.7	9.7	14.3	19.1	30.4	4.8	37,415	14,882	1,787	1,485	1,655	6,791	3,133
Montgomery	21.4	.0088	30.9	10.2	17.6	18.6	24.2	7.7	112,687	25,554	8,676	9,701	4,126	23,364	4,615
Morgan	12.3	.0052	30.6	11.3	15.7	17.6	25.5	4.3	42,111	8,438	1,041	2,717	2,636	13,672	664
Muhlenberg	33.3	.0138	32.6	10.4	16.1	17.8	28.3	11.6	139,988	43,933	5,659	18,114	5,182	26,110	7,746
Nelson	29.3	.0121	29.4	11.3	16.7	17.6	23.1	9.7	115,650	32,807	8,970	14,301	4,264	18,398	4,116
Nicholas	7.4	.0031	33.9	9.5	15.7	18.1	30.2	2.7	16,031	4,057	729	2,255	706	1,492	1,181
Ohio	23.4	.0097	32.8	9.5	16.1	18.0	28.5	8.4	88,422	26,585	4,712	8,284	1,657	28,031	4,635
Owen	9.3	.0039	34.5	8.5	15.0	17.9	31.4	3.4	23,389	4,986	1,114	1,682	719	6,174	1,445
Owsley	5.9	.0024	32.0	9.6	14.9	18.1	27.4	1.8	8,911	3,029	722	79	576	1,376	1,053
Pendleton	11.0	.0046	31.9	10.1	15.1	18.4	27.0	3.9	21,107	8,703	1,134	558	349	2,623	766
Perry	35.8	.0148	28.8	11.2	17.5	17.3	21.9	11.7	144,723	35,800	9,853	11,477	5,471	31,326	5,291
Pike	86.6	.0360	29.0	11.2	18.1	18.1	21.1	29.5	364,754	95,568	18,893	49,114	9,330	93,085	10,181
Powell	12.2	.0051	29.4	10.5	16.9	19.0	21.6	3.9	23,510	6,444	2,421	3,410	478	1,310	1,445
Pulaski	49.5	.0205	33.0	10.5	16.1	19.1	27.7	18.2	298,876	75,814	22,722	41,872	11,854	62,316	9,481
Robertson	2.3	.0010	36.7	8.4	14.3	18.9	33.4	.8	2,663	558	141	226	70	123	
Rockcastle	14.8	.0061	32.3	9.8	15.0	19.0	26.9	5.2	33,938	12,207	2,326	2,248	779	2,925	1,725
Rowan	19.3	.0080	26.2	24.5	14.9	16.3	20.5	6.2	82,603	20,395	5,374	14,150	1,135	12,145	4,618
Russell	14.8	.0062	35.0	9.6	14.6	18.6	31.4	5.6	42,226	11,783	2,009	4,147	1,849	10,521	2,205
Simpson	14.9	.0062	32.7	9.9	15.9	18.1	28.2	5.4	77,928	19,146	8,231	7,916	2,698	13,841	3,594
Spencer	6.2	.0026	32.3	9.6	16.4	20.0	25.5	2.1	11,993	5,372	384	145	227	721	299
Taylor	22.6	.0093	33.0	11.5	16.0	19.9	26.9	8.5	106,374	25,822	9,151	13,900	3,296	20,530	4,359
Todd	11.6	.0049	34.2	9.9	14.2	17.4	31.5	4.2	18,677	8,955	823	963	466	1,691	1,255
Trigg	9.6	.0039	36.9	8.0	14.1	18.8	33.8	3.6	25,888	6,960	1,697	793	2,540	5,541	1,095
Trimble	6.5	.0027	32.5	9.2	17.3	19.4	26.3	2.2	5,605	910	739		91	173	1,361
Union	18.0	.0075	27.1	16.8	14.9	14.8	23.5	5.7	68,041	24,962	3,252	12,664	1,925	7,068	2,441
Warren	79.0	.0328	29.1	18.3	17.6	17.4	22.2	28.3	549,472	102,719	53,992	82,468	25,599	95,622	17,985
Bowling Green	44.3	.0184	27.7	24.6	15.9	14.9	23.6	16.3	521,069	99,047	53,199	74,210	24,792	94,701	17,600
Washington	10.3	.0043	32.3	10.5	14.4	17.6	28.5	3.4	16,192	3,628	719	235	1,063	1,949	1,691
Wayne	18.1	.0075	32.1	10.2	15.3	18.2	27.3	6.5	53,962	17,237	2,206	6,408	1,883	7,367	3,537
Webster	15.1	.0063	34.1	10.0	14.9	17.2	31.4	5.6	57,752	17,124	1,981	433	984	22,063	2,674
Whitley	37.4	.0155	30.8	12.6	15.6	17.4	26.0	13.2	227,132	41,050	15,871	17,973	8,635	52,295	6,160
Wolfe	7.3	.0030	31.0	10.9	15.0	18.2	25.8	2.4	16,906	4,786	657	332	472	3,185	813
TOTAL METRO COUNTIES	**1,708.1**	**.7092**	**31.1**	**12.1**	**18.2**	**18.6**	**24.3**	**623.1**	**9,825,799**	**2,002,821**	**1,816,065**	**1,434,709**	**436,325**	**2,002,972**	**402,830**
TOTAL STATE	**3,786.2**	**1.5722**	**31.2**	**12.0**	**17.1**	**18.3**	**25.2**	**1,351.2**	**18,060,294**	**4,042,271**	**1,576,486**	**2,304,690**	**769,447**	**3,806,792**	**741,016**

KY.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

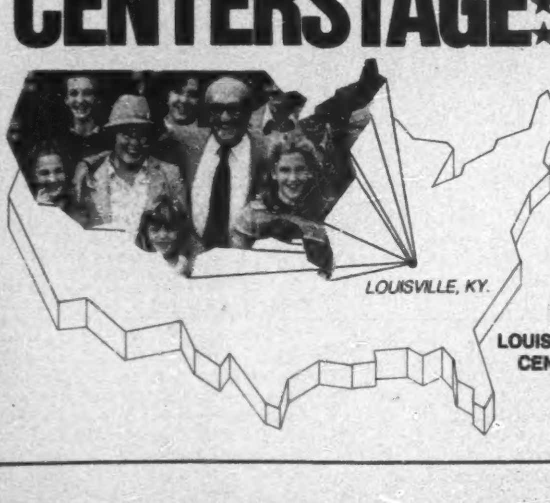
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CLARKSVILLE - HOPKINSVILLE	**1,404,366**	**18,782**	**31.4**	**27.1**	**12.2**	**7.1**	**.0538**
Christian	604,160	17,154	33.0	23.4	11.6	7.3	.0226
• Hopkinsville	278,187	18,563	27.9	23.9	14.2	8.5	.0120
Montgomery, Tenn.	*800,206*	*19,776*	*30.2*	*29.8*	*12.6*	*7.0*	*.0312*
• *Clarksville*	*540,107*	*19,465*	*32.2*	*29.4*	*12.1*	*6.8*	*.0236*
SUBURBAN TOTAL	586,072	17,950	32.2	26.6	11.3	6.7	.0182
HUNTINGTON - ASHLAND	**3,882,076**	**18,261**	**26.8**	**27.7**	**12.4**	**6.0**	**.1191**
Boyd	532,216	19,694	23.6	27.7	14.9	6.8	.0215

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Ashland	273,492	17,771	24.6	24.6	13.3	7.5	.0130
Carter	184,699	14,734	27.9	24.5	8.7	4.3	.0073
Greenup	326,793	19,394	26.3	32.8	10.7	4.8	.0109
Lawrence, Ohio	*611,568*	*20,730*	*23.6*	*29.6*	*14.7*	*7.2*	*.0200*
Cabell, W. Va.	*981,252*	*16,912*	*27.8*	*25.8*	*11.1*	*6.0*	*.0457*
• *Huntington*	*572,133*	*14,994*	*28.6*	*23.0*	*9.2*	*5.6*	*.0282*
Wayne, W. Va.	*395,548*	*17,952*	*26.4*	*27.3*	*12.6*	*5.3*	*.0137*
SUBURBAN TOTAL	2,186,451	19,367	25.5	29.4	13.2	5.9	.0779

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LEXINGTON-FAYETTE	**3,744,100**	**21,849**	**25.1**	**27.2**	**15.3**	**11.7**	**.1397**
Bourbon	156,424	15,900	27.9	25.5	9.2	5.7	.0059
Clark	323,079	22,671	21.7	27.6	16.9	10.9	.0114
Fayette	2,529,409	22,114	25.4	26.7	15.4	12.5	.0978
• Lexington-Fayette	2,529,409	22,114	25.4	26.7	15.4	12.5	.0978
Jessamine	298,741	22,062	25.3	29.3	15.5	10.4	.0103
Scott	218,166	20,728	26.1	30.8	13.5	7.4	.0072
Woodford	218,281	26,045	22.3	26.7	19.1	15.6	.0071
SUBURBAN TOTAL	1,214,691	21,365	24.5	28.1	15.0	10.0	.0419
LOUISVILLE	**10,789,342**	**23,280**	**23.3**	**29.4**	**16.5**	**11.3**	**.3931**
Bullitt	435,975	24,937	22.0	36.4	19.0	7.2	.0139
Jefferson	7,940,050	23,255	23.0	28.1	16.4	12.3	.2918
• Louisville	2,938,856	17,291	26.8	24.1	11.4	8.2	.1146
Oldham	376,497	29,877	19.7	28.6	22.2	17.2	.0112
Shelby	238,053	21,146	23.6	29.3	14.8	8.3	.0081
Clark, Ind.	*875,213*	*22,001*	*25.9*	*33.5*	*15.3*	*6.3*	*.0364*
Floyd, Ind.	*654,627*	*23,319*	*23.5*	*30.9*	*17.6*	*9.4*	*.0226*
• New Albany	*386,022*	*20,589*	*26.2*	*30.1*	*14.0*	*7.5*	*.0152*
Harrison, Ind.	*268,927*	*21,905*	*26.3*	*33.6*	*14.4*	*7.1*	*.0091*
SUBURBAN TOTAL	7,464,464	26,495	21.3	32.1	19.3	13.1	.2633
OWENSBORO	**880,846**	**20,711**	**25.3**	**27.9**	**15.4**	**8.2**	**.0356**
Daviess	880,846	20,711	25.3	27.9	15.4	8.2	.0356
• Owensboro	559,387	19,169	26.8	26.3	14.3	7.4	.0255
SUBURBAN TOTAL	321,459	23,965	22.1	31.5	17.5	9.7	.0101
OTHER COUNTIES							
Adair	104,782	12,338	31.2	20.1	5.1	3.2	.0040
Allen	129,329	15,883	27.8	23.4	11.9	5.0	.0048
Anderson	136,024	22,964	25.9	31.9	18.1	7.5	.0043
Ballard	83,273	18,522	24.3	24.2	14.6	8.2	.0029
Barren	318,888	18,211	25.6	28.2	11.7	6.0	.0121
Bath	74,799	14,675	29.8	22.5	9.4	4.9	.0024
Bell	246,072	13,469	29.2	20.9	7.8	4.3	.0108
☐ Boone	534,035	26,329	21.1	34.3	21.6	9.0	.0237
Boyle	272,634	20,509	25.7	25.9	15.3	10.0	.0106
Bracken	61,954	17,716	27.3	28.3	10.1	5.8	.0020
Breathitt	97,515	11,006	23.9	17.4	7.7	4.2	.0044
Breckinridge	127,120	14,447	32.3	20.5	9.5	4.1	.0048
Butler	79,856	13,530	29.3	23.7	6.0	2.9	.0029
Caldwell	116,735	16,823	27.3	25.9	11.8	5.4	.0045
Calloway	289,004	16,430	29.9	25.8	9.4	5.4	.0132
☐ Campbell	885,415	24,543	22.7	28.9	19.1	11.4	.0299
Carlisle	48,371	16,653	27.9	26.0	10.3	6.1	.0016
Carroll	83,564	17,605	27.0	25.6	12.7	6.0	.0034
Casey	93,610	11,436	33.4	15.9	4.2	2.7	.0037
Clay	168,820	14,081	28.2	19.2	9.1	7.2	.0063
Clinton	55,984	11,177	33.9	13.5	4.6	3.1	.0025
Crittenden	83,209	18,465	23.7	25.4	14.8	6.5	.0029
Cumberland	54,313	12,789	29.9	19.3	6.5	4.5	.0019
Edmonson	72,475	14,453	31.8	24.5	6.6	3.1	.0025
Elliott	34,425	9,887	30.0	15.7	3.5	.4	.0014
Estill	116,907	15,971	25.6	24.0	12.2	4.6	.0043
Fleming	95,978	14,757	31.3	21.8	7.3	4.5	.0039
Floyd	386,375	15,817	28.8	25.4	10.1	4.1	.0152
Franklin	520,297	22,968	26.6	28.4	16.4	11.9	.0175
Fulton	67,876	14,595	21.5	25.4	9.7	4.3	.0029
Gallatin	38,449	14,961	25.6	26.7	8.3	3.7	.0016
Garrard	83,847	15,559	29.5	25.5	10.1	2.6	.0028
Grant	119,629	19,744	25.9	31.3	13.7	4.3	.0045
Graves	328,265	18,994	25.5	28.1	13.0	6.4	.0117
Grayson	172,251	15,016	29.0	22.7	8.8	4.9	.0066
Green	85,111	15,142	29.1	25.3	7.0	4.2	.0031
Hancock	90,847	25,195	20.2	23.3	24.2	12.6	.0025
Hardin	858,924	19,892	30.8	29.0	12.8	7.8	.0316
Harlan	302,224	14,268	27.0	24.3	9.0	4.1	.0121
Harrison	122,681	16,379	27.7	26.2	9.2	5.7	.0049
Hart	126,491	13,404	29.0	20.8	7.3	4.1	.0045
☐ Henderson	470,495	22,499	24.1	30.0	17.0	8.8	.0178
Henry	115,874	18,268	27.4	27.9	11.4	6.0	.0040
Hickman	49,143	16,583	24.9	25.6	10.9	6.1	.0014
Hopkins	480,779	20,229	25.0	26.3	15.7	8.5	.0182
Jackson	70,067	10,763	30.5	15.5	4.0	3.0	.0027
Johnson	208,044	15,892	24.8	22.9	11.7	6.7	.0085
☐ Kenton	1,498,439	23,606	23.3	29.9	17.3	10.4	.0521
Covington	424,450	16,742	28.2	25.4	10.8	5.8	.0179
Knott	141,562	15,711	25.2	24.0	10.1	7.3	.0053
Knox	191,861	11,763	27.4	18.9	7.2	3.0	.0085
Larue	95,161	15,597	30.4	25.5	9.1	3.6	.0034
Laurel	329,928	16,483	30.7	26.1	9.4	4.8	.0139
Lawrence	126,273	14,590	26.7	19.5	10.5	9.3	.0045
Lee	53,969	12,432	33.1	19.1	5.4	4.0	.0020
Leslie	114,100	14,917	26.6	21.2	12.1	5.8	.0039
Letcher	245,024	15,682	28.7	23.6	10.8	5.7	.0087
Lewis	96,548	13,901	30.9	22.0	7.6	2.9	.0035
Lincoln	117,807	12,573	31.8	20.6	5.9	1.8	.0044
Livingston	91,551	18,952	28.5	28.5	13.0	6.2	.0028
Logan	228,455	17,715	28.1	27.2	11.5	5.4	.0082
Lyon	66,112	19,102	24.5	26.8	12.7	8.4	.0020
McCracken	668,406	20,739	23.6	27.2	15.6	8.9	.0263
McCreary	81,324	9,922	29.2	15.5	3.1	1.8	.0037
McLean	88,215	19,235	22.3	27.0	14.1	7.4	.0030
Madison	487,688	18,534	27.5	25.5	13.2	7.6	.0198
Magoffin	91,547	12,192	26.3	19.3	9.1	3.4	.0036
Marion	135,337	16,652	30.7	26.6	10.1	4.9	.0052
Marshall	278,225	21,176	25.0	29.5	15.5	7.7	.0093
Martin	127,951	19,287	21.0	20.1	15.8	12.9	.0048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S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Mason	158,949	18,638	26.4	27.3	12.7	6.6	.0065
Meade	193,996	19,789	32.2	33.6	10.0	5.9	.0062
Menifee	27,529	12,635	28.6	24.0	5.7	.8	.0011
Mercer	186,525	19,607	25.0	28.5	14.4	6.2	.0064
Metcalfe	66,084	10,762	30.3	15.4	4.7	2.6	.0026
Monroe	82,926	11,662	30.1	18.0	4.9	2.8	.0034
Montgomery	162,252	15,273	31.8	24.0	7.4	4.6	.0072
Morgan	77,556	11,228	29.3	16.2	5.7	4.1	.0033
Muhlenberg	307,028	19,472	26.3	26.4	14.6	7.9	.0113
Nelson	248,073	19,268	27.5	29.3	13.1	5.7	.0093
Nicholas	58,665	15,621	31.3	22.4	10.7	4.3	.0019
Ohio	207,789	18,926	24.7	26.2	15.2	6.2	.0076
Owen	76,169	15,857	27.9	22.6	10.9	6.2	.0026
Owsley	24,120	9,571	32.1	11.5	2.1	2.1	.0012
Pendleton	92,222	18,775	26.2	29.8	12.5	4.6	.0030
Perry	324,136	19,581	24.7	23.4	15.0	10.8	.0119
Pike	671,200	16,711	27.9	27.4	9.7	5.1	.0270
Powell	74,296	13,980	32.5	22.9	7.1	2.6	.0028
Pulaski	393,107	14,362	29.7	21.9	9.1	4.9	.0175
Robertson	15,066	14,967	32.1	24.2	7.0	2.0	.0006
Rockcastle	87,714	11,853	32.6	16.1	5.3	2.8	.0035
Rowan	138,197	14,264	27.7	22.9	8.0	5.5	.0058
Russell	114,765	13,481	30.5	19.5	6.8	5.6	.0042
Simpson	147,546	20,194	25.3	26.4	15.4	8.6	.0057
Spencer	53,892	20,833	23.0	30.2	15.3	6.5	.0016
Taylor	218,549	19,643	25.3	29.6	12.5	7.1	.0081
Todd	93,058	15,221	30.1	22.6	8.4	6.4	.0030
Trigg	78,476	15,904	31.3	24.1	8.9	4.9	.0028
Trimble	58,299	20,000	26.4	28.1	13.9	8.0	.0017
Union	151,848	20,362	23.5	28.7	13.9	8.2	.0057
Warren	750,023	19,020	27.3	27.6	12.4	7.5	.0317
Bowling Green	418,454	16,697	29.3	23.9	9.9	7.6	.0224
Washington	80,997	16,854	27.0	25.4	9.4	7.4	.0027
Wayne	110,770	12,129	31.6	19.0	4.2	2.8	.0047
Webster	135,689	17,345	25.6	25.0	12.6	7.0	.0048
Whitley	291,431	14,384	29.3	22.1	9.2	5.3	.0132
Wolfe	46,805	12,908	30.6	17.1	7.7	5.0	.0018
TOTAL METRO COUNTIES	**18,651,773**	**22,516**	**24.0**	**28.5**	**16.1**	**10.9**	**.6861**
TOTAL STATE	**35,787,379**	**19,128**	**26.0**	**26.5**	**13.3**	**8.2**	**1.3417**

LOUISIANA

LA.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALEXANDRIA	**143.5**	**.0596**	**30.5**	**11.8**	**16.1**	**18.4**	**24.3**	**49.9**	**709,734**	**151,104**	**55,047**	**104,135**	**35,238**	**130,934**	**26,191**
Rapides	143.5	.0596	30.5	11.8	16.1	18.4	24.3	49.9	709,734	151,104	55,047	104,135	35,238	130,934	26,191
• Alexandria	54.2	.0225	30.9	11.6	14.8	16.8	27.2	20.1	545,962	93,478	41,715	87,655	24,404	117,321	17,979
SUBURBAN TOTAL	89.3	.0371	30.2	11.9	16.9	19.4	22.5	29.8	163,772	57,626	13,332	16,480	10,834	13,613	8,212
BATON ROUGE	**554.1**	**.2300**	**28.0**	**14.7**	**19.4**	**17.9**	**18.5**	**191.5**	**3,150,863**	**736,739**	**288,147**	**450,268**	**195,448**	**546,676**	**92,454**
Ascension	60.5	.0251	27.6	11.8	18.2	18.1	18.4	19.4	239,826	62,246	14,889	11,102	11,289	71,371	8,416
East Baton Rouge	400.4	.1662	28.0	15.8	20.0	17.6	18.5	142.1	2,678,614	591,625	261,822	417,443	178,130	443,876	75,301
• Baton Rouge	248.5	.1032	28.6	17.9	18.3	16.3	22.0	92.5	2,287,923	414,920	236,868	400,604	152,269	398,290	62,138
Livingston	71.9	.0299	28.3	11.3	18.9	19.3	18.0	23.4	174,172	60,436	8,397	19,958	5,865	28,958	7,320
West Baton Rouge	21.3	.0088	27.8	13.1	16.4	17.6	20.5	6.6	58,251	22,432	3,039	1,765	164	2,471	1,417
SUBURBAN TOTAL	305.6	.1268	27.6	12.1	20.3	19.2	15.7	99.0	862,940	321,819	51,279	49,664	43,179	148,386	30,316
HOUMA - THIBODAUX	**192.1**	**.0797**	**27.1**	**13.7**	**17.7**	**18.1**	**17.9**	**62.9**	**1,088,313**	**253,136**	**158,396**	**134,016**	**51,444**	**204,125**	**38,765**
Lafourche	88.5	.0367	27.4	14.3	17.0	18.1	19.1	28.8	403,732	113,092	21,425	39,625	21,038	88,846	22,466
• Thibodaux	17.0	.0071	26.4	22.8	16.0	14.3	22.0	5.8	170,760	33,189	12,278	13,712	8,775	48,808	10,885
Terrebonne	103.6	.0430	26.8	13.2	18.3	18.1	16.8	34.1	684,581	140,044	136,971	94,391	30,406	115,279	16,299
• Houma	34.6	.0144	28.5	13.4	17.5	16.9	21.8	12.4	487,646	114,103	63,791	63,778	24,294	99,555	14,304
SUBURBAN TOTAL	140.5	.0582	26.8	12.7	18.0	18.8	16.4	44.7	429,907	105,844	82,327	56,526	18,375	55,762	13,576
LAFAYETTE	**216.6**	**.0900**	**27.6**	**15.2**	**18.9**	**17.8**	**18.2**	**75.4**	**1,601,391**	**295,635**	**178,999**	**236,351**	**78,941**	**288,902**	**38,159**
Lafayette	170.2	.0707	27.7	16.0	19.7	17.9	17.7	60.8	1,483,758	257,024	169,907	220,329	76,238	269,081	34,144
• Lafayette	91.5	.0380	28.2	18.0	19.1	16.5	20.6	33.8	1,399,556	240,154	165,184	217,337	73,356	260,115	32,814
St. Martin	46.4	.0193	27.3	12.5	15.8	17.5	20.4	14.6	117,633	38,611	9,092	16,022	2,703	19,821	4,015
SUBURBAN TOTAL	125.1	.0520	27.2	13.2	18.8	18.8	16.5	41.6	201,835	55,481	13,815	19,014	5,585	28,787	5,345
LAKE CHARLES	**176.8**	**.0735**	**29.7**	**12.6**	**17.3**	**18.6**	**22.2**	**61.8**	**1,043,190**	**267,944**	**76,549**	**121,966**	**54,279**	**165,898**	**42,737**
Calcasieu	176.8	.0735	29.7	12.6	17.3	18.6	22.2	61.8	1,043,190	267,944	76,549	121,966	54,279	165,898	42,737
• Lake Charles	76.4	.0317	30.2	13.9	17.1	16.9	24.9	27.9	719,496	147,599	60,623	98,927	41,646	127,621	31,436
SUBURBAN TOTAL	100.4	.0418	29.3	11.6	17.4	19.8	20.2	33.9	323,694	120,345	15,926	23,039	12,633	38,277	11,301
MONROE	**145.5**	**.0604**	**29.1**	**13.5**	**16.3**	**17.5**	**22.9**	**51.1**	**794,965**	**161,487**	**75,242**	**114,165**	**47,556**	**148,581**	**31,463**
Ouachita	145.5	.0604	29.1	13.5	16.3	17.5	22.9	51.1	794,965	161,487	75,242	114,165	47,556	148,581	31,463
• Monroe	56.7	.0235	28.2	15.9	15.0	13.9	25.9	20.0	539,512	84,012	48,890	88,534	33,836	127,170	18,136
SUBURBAN TOTAL	88.8	.0369	29.6	11.9	17.1	19.7	21.1	31.1	255,453	77,475	26,352	25,631	13,720	21,411	13,327

Whose Income Is not Included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

LA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
NEW ORLEANS	**1,348.7**	**.5600**	**30.0**	**12.1**	**18.9**	**18.2**	**22.4**	**493.6**	**7,890,826**	**1,863,909**	**969,769**	**909,887**	**461,210**	**1,219,712**	**342,449**
Jefferson	486.7	.2020	29.7	12.0	20.0	19.5	19.8	177.1	3,599,026	792,060	362,012	494,481	238,871	693,528	126,682
Kenner	74.7	.0310	27.3	11.7	23.8	19.4	12.2	24.8	325,381	79,904	43,871	18,827	7,871	69,534	11,560
Orleans	564.9	.2346	30.7	12.9	18.2	16.2	26.0	217.0	3,156,397	693,287	506,128	278,167	174,290	403,757	161,021
• New Orleans	564.9	.2346	30.7	12.9	18.2	16.2	26.0	217.0	3,156,397	693,287	506,128	278,167	174,290	403,757	161,021
St. Bernard	69.3	.0288	30.3	11.9	17.7	19.1	22.6	23.5	302,581	124,117	25,958	36,048	14,992	12,886	18,686
St. Charles	42.4	.0176	27.8	12.4	17.7	19.2	18.2	13.9	90,202	32,703	5,975	11,022	2,737	11,772	3,407
St. John the Baptist	41.3	.0171	27.0	12.4	18.6	18.2	17.0	12.7	142,049	59,875	10,312	27,438	4,498	4,406	9,720
St. Tammany	144.1	.0599	30.1	9.6	18.4	21.0	19.9	49.4	600,571	161,867	59,375	62,731	25,822	93,363	22,933
• Slidell	35.1	.0146	29.9	8.5	19.3	23.0	17.1	11.6	318,529	73,154	37,052	36,198	15,978	55,405	12,079
SUBURBAN TOTAL	748.7	.3108	29.5	11.8	19.2	19.5	20.0	265.0	4,415,900	1,097,468	426,580	595,522	270,942	760,550	169,349
SHREVEPORT	**363.4**	**.1508**	**30.5**	**11.8**	**17.3**	**18.2**	**24.0**	**133.8**	**2,087,945**	**429,304**	**188,787**	**283,556**	**116,831**	**390,145**	**61,356**
Bossier	89.3	.0370	28.6	13.3	18.3	20.5	17.8	31.1	440,887	86,902	45,603	60,904	8,967	87,684	8,343
• Bossier City	55.4	.0230	27.8	15.1	18.8	20.0	16.4	19.4	385,014	63,436	40,146	52,473	8,120	82,543	7,612
Caddo	274.1	.1138	31.1	11.3	17.1	17.4	26.0	102.7	1,647,058	342,402	143,182	222,652	107,864	302,461	53,013
• Shreveport	218.9	.0909	31.0	11.5	17.2	16.8	26.2	82.6	1,488,601	316,235	134,568	195,265	102,094	274,227	49,421
SUBURBAN TOTAL	89.1	.0369	31.2	10.6	16.5	20.4	23.4	31.8	214,330	49,633	14,073	35,818	6,617	33,375	4,323
OTHER COUNTIES															
Acadia	59.5	.0247	29.5	11.2	14.8	17.3	24.6	19.9	226,689	51,591	18,132	20,763	10,188	47,489	14,712
Allen	21.6	.0089	31.9	9.6	14.3	18.2	27.3	7.5	78,971	21,021	2,744	15,592	1,529	15,928	3,780
Assumption	22.7	.0095	27.2	12.2	15.9	17.0	20.6	6.8	57,969	16,987	2,293	9,774	2,634	12,064	2,296
Avoyelles	43.9	.0182	31.9	9.9	13.8	17.0	28.7	15.0	126,426	37,159	5,550	19,882	4,724	30,961	9,561
Beauregard	33.5	.0139	29.9	11.1	16.7	19.0	22.5	11.2	134,138	33,080	6,205	8,822	7,413	33,922	3,102
Bienville	17.2	.0072	34.6	9.5	13.3	16.7	32.7	6.2	52,247	14,640	1,828	4,447	1,589	7,884	1,532
Caldwell	11.8	.0049	33.6	9.3	13.9	17.9	30.1	4.5	25,664	6,613	1,296	2,856	417	4,269	893
Cameron	9.8	.0040	29.1	13.4	15.0	18.1	23.0	3.4	27,619	15,122	2,262	1,262	160	696	990
Catahoula	12.9	.0054	30.9	11.0	14.4	17.3	26.8	4.5	32,822	5,478	1,013	3,059	1,989	6,469	2,856
Claiborne	17.9	.0074	35.4	9.2	12.6	15.6	34.8	6.4	50,458	14,312	1,873	8,834	1,287	9,919	1,810
Concordia	23.4	.0097	30.3	10.7	14.6	18.2	24.9	8.1	82,785	26,592	6,045	10,902	3,220	16,136	2,238
De Soto	27.5	.0115	32.9	10.0	14.2	16.6	30.5	9.7	100,939	27,181	3,435	17,478	2,340	21,241	4,339
East Carroll	11.5	.0048	27.0	10.8	13.0	13.6	26.1	3.8	24,299	6,651	759	1,355	398	2,527	1,810
East Feliciana	20.9	.0087	30.2	12.2	16.6	17.3	24.7	5.7	30,185	9,427	1,848	1,276	566	4,683	1,325
Evangeline	35.1	.0145	30.4	10.6	13.7	17.2	26.6	12.1	124,320	33,403	3,929	13,216	6,213	19,295	7,360
Franklin	23.9	.0100	32.2	9.5	13.3	16.0	30.0	8.4	131,289	59,123	3,459	17,695	1,806	23,030	2,992
Grant	18.1	.0075	33.5	9.1	14.0	17.9	30.0	6.5	19,684	7,150	438	839	128	7,578	915
Iberia	68.2	.0283	28.3	12.6	16.0	17.8	21.4	22.1	384,872	90,288	44,331	26,911	24,795	83,083	16,429
Iberville	33.4	.0139	28.6	13.3	16.3	16.4	23.2	10.3	143,509	40,719	8,265	12,525	3,983	43,256	4,942
Jackson	17.8	.0074	34.3	9.3	13.4	17.4	31.7	6.7	49,257	10,709	2,612	10,823	2,252	4,518	2,793
Jefferson Davis	33.1	.0138	29.8	11.3	14.4	17.5	24.9	11.0	155,729	39,644	6,437	7,570	3,518	39,822	9,201
La Salle	18.1	.0075	33.0	10.1	15.0	17.9	29.0	6.6	52,742	15,030	3,153	2,985	1,551	18,750	1,857
Lincoln	42.9	.0178	25.0	28.1	13.3	14.4	22.2	13.9	180,240	39,288	20,006	18,657	5,569	38,001	5,123
Madison	15.7	.0065	28.9	10.0	13.1	14.4	27.6	5.8	29,079	5,438	2,562	1,613	1,131	11,987	1,667
Morehouse	36.4	.0151	31.2	10.0	13.9	16.3	28.5	12.5	130,441	27,260	6,409	22,209	2,280	38,482	4,108
Natchitoches	41.0	.0170	29.5	14.6	14.4	15.7	26.4	14.1	160,556	39,147	9,821	20,017	6,629	30,270	6,398
Plaquemines	26.4	.0110	27.6	12.8	16.9	19.3	18.2	8.2	102,728	35,942	22,496	4,073	2,963	9,345	4,978
Pointe Coupee	24.7	.0102	30.0	11.1	15.5	17.0	25.3	8.4	84,646	24,344	3,088	6,115	3,033	26,292	2,830
Red River	10.8	.0045	32.0	9.9	13.8	16.1	29.8	3.8	32,069	10,668	1,923	2,803	891	4,075	1,729
Richland	22.3	.0093	32.2	9.8	13.3	15.9	30.4	7.5	124,885	23,859	3,345	10,826	4,966	34,200	4,762
Sabine	28.2	.0117	34.3	9.1	13.4	17.6	31.4	10.4	91,285	29,689	3,014	10,053	1,998	33,910	1,622
St. Helena	10.1	.0042	28.8	10.9	14.6	15.9	25.0	3.2	7,864	2,610	197		165	1,927	547
St. James	22.7	.0094	27.2	13.4	16.0	17.2	20.3	6.7	60,578	21,728	3,290	2,895	7,580	8,313	2,385
St. Landry	88.1	.0366	29.4	11.3	14.4	17.2	24.7	29.8	392,259	104,305	17,244	38,984	20,949	76,081	23,521
St. Mary	64.9	.0269	27.5	12.9	17.0	18.4	18.9	20.8	405,192	103,332	61,114	35,059	16,530	70,262	13,108
Tangipahoa	92.6	.0384	28.4	14.2	15.7	16.6	22.9	31.0	507,695	113,974	37,642	70,417	17,365	115,950	15,219
Tensas	8.4	.0035	31.7	9.2	12.9	13.8	31.9	2.9	26,300	8,034	659	1,955	1,333	5,651	438
Union	23.1	.0096	34.4	9.4	13.9	17.7	31.4	8.1	51,870	11,008	1,302	5,659	971	18,776	3,431
Vermilion	52.6	.0218	30.4	11.4	14.8	17.4	25.8	18.3	218,218	67,857	9,059	17,864	5,314	46,923	11,568
Vernon	62.1	.0258	24.2	24.2	18.1	15.0	14.3	18.2	169,856	40,590	20,644	18,017	4,068	32,409	3,614
Washington	47.2	.0196	32.6	10.4	14.4	17.1	29.5	16.4	150,605	40,448	8,114	14,051	6,254	25,207	7,961
Webster	45.6	.0190	34.3	10.1	14.1	18.1	30.9	16.8	232,487	73,286	10,197	28,209	9,016	46,367	6,367
West Carroll	13.1	.0054	33.9	8.8	13.7	18.0	30.4	4.6	44,666	14,132	1,282	6,607	904	10,585	1,156
West Feliciana	13.7	.0057	30.2	16.7	28.3	19.5	16.8	2.6	20,955	4,942	1,604	2,645	341	5,153	529
Winn	17.5	.0073	33.2	9.1	14.7	16.9	30.5	6.3	70,095	13,126	3,124	12,285	1,550	17,131	3,010
TOTAL METRO COUNTIES	**3,140.7**	**1.3040**	**29.3**	**12.9**	**18.5**	**18.1**	**21.4**	**1,120.0**	**18,367,227**	**4,159,258**	**1,990,927**	**2,354,344**	**1,040,947**	**3,094,973**	**673,574**
TOTAL STATE	**4,532.6**	**1.8820**	**29.5**	**12.8**	**17.3**	**17.8**	**22.6**	**1,586.7**	**23,774,409**	**5,596,185**	**2,366,970**	**2,924,223**	**1,245,447**	**4,255,790**	**897,278**

S&MM'S FOUR SURVEY ISSUES

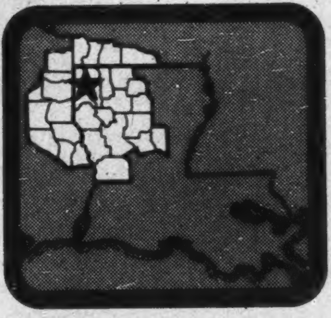
Each year *Sales and Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

LA. S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALEXANDRIA	**1,296,018**	**18,334**	**26.7**	**25.5**	**11.8**	**8.8**	**.0502**
Rapides	1,296,018	18,334	26.7	25.5	11.8	8.8	.0502
• Alexandria	495,485	16,325	27.2	22.2	10.4	8.9	.0251
SUBURBAN TOTAL	800,533	19,631	26.3	27.6	12.8	8.7	.0251
BATON ROUGE	**5,902,844**	**24,546**	**21.0**	**25.6**	**18.6**	**13.8**	**.2192**
Ascension	563,899	25,480	19.5	25.9	21.6	10.8	.0204
East Baton Rouge	4,445,744	24,283	21.3	25.0	18.0	14.6	.1701
• Baton Rouge	2,711,730	20,200	24.3	23.1	13.8	13.5	.1183
Livingston	691,162	25,375	20.1	29.0	19.6	11.5	.0221
West Baton Rouge	202,039	24,587	19.9	25.4	18.7	14.0	.0066
SUBURBAN TOTAL	3,191,114	28,563	17.9	27.8	23.2	14.1	.1009
HOUMA - THIBODAUX	**1,936,504**	**25,213**	**20.3**	**30.0**	**18.4**	**12.2**	**.0740**
Lafourche	890,568	24,833	20.7	29.7	17.9	12.3	.0320
• Thibodaux	163,734	20,191	25.9	25.3	13.2	11.8	.0080
Terrebonne	1,045,936	25,516	19.9	30.2	18.8	12.1	.0420
• Houma	372,843	23,401	21.0	27.6	16.2	12.6	.0200
SUBURBAN TOTAL	1,399,927	26,228	19.4	31.2	19.6	12.2	.0460
LAFAYETTE	**2,381,451**	**24,196**	**22.0**	**27.3**	**16.3**	**14.5**	**.0950**
Lafayette	2,006,509	25,212	22.0	26.7	16.8	16.1	.0819
• Lafayette	1,098,230	22,764	23.5	25.0	14.5	15.8	.0573
St. Martin	374,942	20,759	22.0	29.2	14.4	8.0	.0131
SUBURBAN TOTAL	1,283,221	25,228	20.7	29.2	17.8	13.4	.0377
LAKE CHARLES	**1,807,759**	**24,446**	**21.5**	**29.0**	**18.1**	**11.1**	**.0695**
Calcasieu	1,807,759	24,446	21.5	29.0	18.1	11.1	.0695
• Lake Charles	778,019	21,776	23.4	27.1	16.1	10.4	.0357
SUBURBAN TOTAL	1,029,740	26,567	19.9	30.7	19.7	11.7	.0338
MONROE	**1,292,668**	**18,184**	**24.0**	**24.7**	**13.3**	**8.4**	**.0522**
Ouachita	1,292,668	18,184	24.0	24.7	13.3	8.4	.0522
• Monroe	466,060	13,590	24.7	18.9	9.4	8.5	.0246
SUBURBAN TOTAL	826,608	21,195	23.6	28.4	15.8	8.3	.0276
NEW ORLEANS	**14,250,176**	**21,845**	**22.7**	**26.2**	**15.2**	**12.3**	**.5362**
Jefferson	5,646,159	26,494	21.4	31.3	18.9	13.4	.2187
Kenner	808,406	27,757	20.3	32.9	20.9	13.5	.0276
Orleans	5,406,237	15,985	25.3	21.1	10.2	10.1	.2114
• New Orleans	5,406,237	15,985	25.3	21.1	10.2	10.1	.2114
St. Bernard	665,074	24,699	23.6	33.6	18.6	8.4	.0240
St. Charles	434,891	27,548	16.7	28.8	22.2	13.4	.0133
St. John the Baptist	424,046	28,888	17.0	24.9	22.5	17.3	.0141
St. Tammany	1,673,769	27,675	18.9	26.2	18.9	18.1	.0547
• Slidell	434,513	33,698	13.4	26.9	24.7	22.7	.0175
SUBURBAN TOTAL	8,409,426	26,339	21.1	30.2	19.0	13.6	.3073
SHREVEPORT	**3,897,256**	**21,538**	**24.1**	**27.3**	**14.6**	**11.6**	**.1447**
Bossier	829,395	21,093	27.0	30.1	15.2	7.3	.0317
• Bossier City	517,670	21,026	29.0	31.0	15.1	6.5	.0221
Caddo	3,067,861	21,684	23.3	26.3	14.4	12.9	.1130
• Shreveport	2,445,043	21,201	23.6	25.9	13.9	12.9	.0939
SUBURBAN TOTAL	934,543	22,761	22.4	28.6	16.1	11.3	.0287
OTHER COUNTIES							
Acadia	527,771	19,012	23.8	25.1	13.1	9.7	.0193
Allen	155,260	15,425	22.4	25.3	10.9	4.5	.0062
Assumption	188,742	21,683	22.0	25.2	15.7	12.3	.0065
Avoyelles	285,601	13,032	27.8	19.9	7.0	4.6	.0114
Beauregard	266,666	17,642	24.5	25.3	11.9	7.6	.0104
Bienville	134,742	14,974	23.6	22.6	10.2	6.9	.0049
Caldwell	96,699	14,087	25.4	20.2	9.8	6.1	.0032
Cameron	103,782	23,873	23.2	24.4	18.1	13.6	.0033
Catahoula	88,403	12,630	26.4	18.1	7.5	6.0	.0032
Claiborne	159,352	17,301	23.1	23.0	12.1	10.3	.0055
Concordia	183,435	15,622	22.9	22.0	12.6	6.8	.0071
De Soto	211,754	14,996	25.0	21.7	10.2	6.5	.0082
East Carroll	61,438	9,292	23.9	12.7	6.1	4.8	.0027
East Feliciana	160,036	21,121	22.4	27.4	14.1	11.0	.0052
Evangeline	256,200	14,193	23.5	22.5	9.2	6.1	.0102
Franklin	148,802	11,781	26.9	18.2	6.5	4.1	.0074
Grant	143,712	16,000	24.3	23.0	11.6	7.0	.0045
Iberia	702,694	25,060	20.0	28.7	18.3	13.3	.0265

ARK-LA-TEX



NEWSPAPER PRODUCTION CO.

AGENT FOR

The Times Shreveport Journal

SHREVEPORT

LEADING CITY IN THE ARK-LA-TEX

In the SHREVEPORT MARKET ... you get quality coverage from The Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **37%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **67%** coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **1,027,200** people in **367,600** households with effective buying income of **$10.7** billion and producing retail sales of **$5.1** billion. Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

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M & E 100,798 MORNING 76,510
SUNDAY 109,625 EVENING 24,288

ABC PUB. STATEMENT DEC. 29, 1985
REPRESENTED BY GANNETT MEDIA SALES

S&MM Survey of Buying Power, July, 1986

BATON ROUGE:
The Importance of Being Number 2

Louisiana Metro Rankings For Baton Rouge*
2. Population 554,100
2. Households. 191,500
2. EBI. . . . . $5.9 billion
2. Retail Sales . . . . . . $3.16 billion
All figures 1986 S&MM Survey of Buying Power

WE'RE LOUISIANA'S QUALITY NUMBER 2 MEDIA BUY!

After you get past the first buy in Louisiana, where do you go?
It's easy. Baton Rouge. We're number two in all the top metro categories.
Get quality coverage of this top 100 market with the State-Times & Morning Advocate newspapers.
We're represented by Branham Newspaper Sales.

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(504) [illegible]-0272

LA. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Iberville	298,428	20,754	21.2	21.7	16.2	13.4	.0112
Jackson	144,966	15,655	24.8	22.6	12.8	4.8	.0050
Jefferson Davis	267,019	18,869	22.4	27.5	13.0	7.1	.0109
La Salle	169,540	18,626	23.5	23.4	14.6	9.1	.0056
Lincoln	377,656	18,179	24.4	22.8	13.0	10.5	.0141
Madison	84,855	8,893	26.3	13.8	2.4	3.7	.0034
Morehouse	228,174	11,503	22.9	19.2	8.1	4.6	.0099
Natchitoches	289,666	13,945	25.7	21.9	7.7	6.2	.0120
Plaquemines	235,482	23,993	21.5	28.5	16.7	12.1	.0086
Pointe Coupee	218,502	18,394	20.8	21.6	15.0	10.4	.0079
Red River	82,583	15,630	24.2	21.1	10.7	7.9	.0031
Richland	129,216	10,594	23.0	19.0	6.3	3.6	.0068
Sabine	239,969	16,830	26.2	24.1	10.4	7.5	.0087
St. Helena	80,471	16,733	27.4	19.7	10.1	11.5	.0024
St. James	218,876	27,811	17.9	20.3	20.7	19.1	.0071
St. Landry	649,785	15,481	23.7	23.7	10.5	6.3	.0273
St. Mary	638,933	24,755	21.2	29.0	16.8	13.1	.0255
Tangipahoa	795,694	17,379	25.7	22.1	13.1	9.2	.0329
Tensas	45,667	9,198	24.9	13.0	4.8	4.7	.0020
Union	189,450	16,686	24.6	25.8	10.5	6.8	.0065
Vermilion	494,127	19,700	23.9	24.2	13.7	11.4	.0179
Vernon	455,934	15,645	35.8	23.8	8.8	5.0	.0170
Washington	357,463	15,378	25.5	22.4	10.5	6.7	.0134
Webster	438,874	19,318	22.5	24.7	13.9	10.1	.0167
West Carroll	77,035	10,370	23.7	15.8	6.6	5.1	.0035
West Feliciana	101,134	21,024	18.8	19.9	13.7	18.3	.0034
Winn	121,603	13,551	25.5	21.0	8.3	5.3	.0050
TOTAL METRO COUNTIES	32,764,676	22,359	22.6	26.5	15.9	12.2	1.3410
TOTAL STATE	44,870,867	20,668	23.1	25.5	14.7	11.1	1.6746

CHANGE IN INCOME CALCULATIONS!

Due in part to the recent publication of new income-related data from the Bureau of the Census, Bill Communications' Market Statistics Division has undertaken a major recalculation of Effective Buying Income (EBI) statistics. The latest *Current Population Survey (CPS)* from the Bureau has revealed problems in the methodology used in 1983 to convert Total Aggregate Income (TAI) to EBI. The original calculations, when compared to Bureau of Economic Analysis data for the same year, necessitated an upward shift in the distribution of income values relegated to household groups, which in turn resulted in an overestimation of median household EBI figures in the 1983, 1984, and 1985 issues of the *Survey*. The new *CPS* data received this year made it clear that this overestimation, if allowed to compound itself until the release of new income data, would result in household income totals that were artificially inflated well beyond the actual rates of increase for individual metros and counties. This adjustment results in median household EBI figures in this year's *Survey* that average 12% *below* last year's figures, and users of *Survey* data should take this into account when making comparisons of data between the 1985 and 1986 issues. S&MM and Market Statistics regret any problems this reajustment may cause for our readers, but we feel that this recalculation is absolutely essential to insure the continuing accuracy of *Survey of Buying Power* data. A more detailed explanation of this and other changes in this year's *Survey* can be found on page A-8.

MAINE

MAINE
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BANGOR	138.9	.0577	30.4	13.0	17.2	18.1	24.0	48.3	892,530	195,341	69,458	106,150	25,320	214,430	27,093
Penobscot	138.9	.0577	30.4	13.0	17.2	18.1	24.0	48.3	892,530	195,341	69,458	106,150	25,320	214,430	27,093
• Bangor	30.8	.0128	31.6	15.7	18.7	16.1	27.5	11.8	469,983	74,123	43,291	83,036	14,308	126,501	11,202
SUBURBAN TOTAL	108.1	.0449	30.0	14.8	16.6	18.7	23.0	36.5	422,547	121,218	26,167	23,114	11,012	87,929	15,891
LEWISTON - AUBURN	100.9	.0419	32.1	11.6	16.1	17.7	27.7	37.1	576,562	154,550	40,786	65,788	13,426	135,640	15,174
Androscoggin	100.9	.0419	32.1	11.6	16.1	17.7	27.7	37.1	576,562	154,550	40,786	65,788	13,426	135,640	15,174
• Auburn	23.1	.0096	33.7	10.6	15.5	18.2	29.8	8.8	233,393	47,113	11,122	23,197	3,251	96,269	5,395
• Lewiston	39.6	.0164	34.0	13.5	14.2	16.6	32.0	15.2	244,738	73,804	23,009	40,824	9,016	22,976	6,315
SUBURBAN TOTAL	38.2	.0159	29.8	10.1	18.7	18.6	21.8	13.1	98,431	33,633	6,655	1,767	1,159	16,395	3,464
PORTLAND	226.8	.0942	32.7	11.7	17.9	18.3	27.6	86.4	2,164,960	453,352	193,857	217,847	58,257	394,235	57,711
Cumberland	226.8	.0942	32.7	11.7	17.9	18.3	27.6	86.4	2,164,960	453,352	193,857	217,847	58,257	394,235	57,711
• Portland	62.6	.0260	33.3	13.3	18.7	15.1	31.8	27.0	637,389	155,033	80,854	30,807	22,899	137,283	21,772
SUBURBAN TOTAL	164.2	.0682	32.4	11.1	17.5	19.5	26.0	59.4	1,527,571	298,319	113,003	187,040	35,358	256,952	35,939
OTHER COUNTIES															
Aroostook	87.2	.0362	30.1	12.3	16.6	18.0	23.9	29.5	407,278	103,722	23,752	46,773	10,177	86,017	15,326
Franklin	29.4	.0122	31.6	12.4	15.8	18.7	26.0	10.8	117,992	23,707	12,278	6,817	4,223	26,299	4,079
Hancock	44.8	.0186	34.4	10.0	16.8	18.1	30.9	17.3	278,462	74,665	28,591	23,988	7,293	51,624	8,997
Kennebec	115.5	.0479	32.4	11.1	16.7	18.6	27.1	42.4	746,684	157,671	61,277	85,920	24,715	187,267	18,456
Knox	34.4	.0143	35.3	8.7	16.8	17.8	32.6	13.4	201,440	40,383	17,724	14,111	7,321	41,908	8,233
Lincoln	28.4	.0118	35.1	8.0	16.5	18.6	31.6	10.7	152,189	31,142	13,613	2,769	4,138	26,989	4,270
Oxford	50.5	.0210	34.1	9.1	15.6	18.4	30.2	18.8	228,975	58,573	13,498	13,366	3,495	36,421	9,074
Piscataquis	18.1	.0075	33.9	9.4	15.3	18.2	30.1	6.6	88,741	24,795	3,825	3,733	1,695	17,830	3,008
Sagadahoc	32.0	.0133	31.4	10.4	18.5	19.0	24.4	11.6	138,422	40,874	11,673	3,286	2,095	40,194	4,819
Somerset	46.6	.0193	32.6	9.0	16.1	18.8	27.4	16.4	220,708	68,061	16,246	11,830	9,951	39,957	9,180
Waldo	30.4	.0126	31.9	9.7	17.7	18.3	26.1	11.0	82,919	23,653	9,429	5,196	2,679	13,780	2,679
Washington	35.6	.0148	33.6	10.0	15.4	17.5	30.4	13.1	123,315	32,705	11,039	7,025	4,421	15,361	5,079
York	155.9	.0648	32.5	10.1	17.7	18.0	27.7	57.8	747,817	179,120	90,858	34,861	23,091	146,029	23,149
TOTAL METRO COUNTIES	466.6	.1938	31.9	12.7	17.3	18.1	26.5	171.8	3,634,052	803,243	304,101	389,785	97,003	744,305	99,978
TOTAL STATE	1,175.4	.4881	32.3	11.2	17.0	18.2	27.3	431.2	7,168,994	1,684,314	619,986	653,442	204,287	1,493,981	218,927

MAINE
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BANGOR	1,345,642	21,138	26.9	30.0	14.6	8.1	.0548
Penobscot	1,345,642	21,138	26.9	30.0	14.6	8.1	.0548
• Bangor	324,335	18,951	29.5	26.7	11.4	9.2	.0185
SUBURBAN TOTAL	1,021,307	21,896	26.1	31.1	15.6	7.8	.0363
LEWISTON - AUBURN	966,877	19,831	29.2	30.2	12.4	6.9	.0381
Androscoggin	966,877	19,831	29.2	30.2	12.4	6.9	.0381
• Auburn	231,097	19,506	28.5	28.0	12.6	8.1	.0111
• Lewiston	381,338	18,195	30.6	27.7	11.1	6.6	.0154
SUBURBAN TOTAL	354,442	21,722	28.1	34.8	13.7	6.4	.0116
PORTLAND	2,658,783	23,098	25.1	30.0	15.9	11.4	.1129
Cumberland	2,658,783	23,098	25.1	30.0	15.9	11.4	.1129
• Portland	711,396	18,643	28.5	26.2	12.3	8.4	.0316
SUBURBAN TOTAL	1,947,387	25,185	23.6	31.6	17.5	12.8	.0813
OTHER COUNTIES							
Aroostook	744,913	18,753	31.3	29.6	10.5	6.3	.0293

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Franklin	298,407	20,725	28.6	29.3	14.0	8.6	.0103
Hancock	448,708	19,471	29.9	29.6	11.4	7.6	.0176
Kennebec	1,195,630	21,733	26.9	31.2	14.8	8.5	.0471
Knox	303,259	16,238	34.5	25.4	8.5	4.9	.0126
Lincoln	294,410	20,906	27.0	30.0	13.5	8.9	.0108
Oxford	486,128	19,561	30.5	29.8	12.1	6.9	.0178
Piscataquis	154,388	18,412	33.4	30.8	11.4	3.3	.0062
Sagadahoc	317,306	21,265	28.3	31.8	14.7	7.0	.0113
Somerset	368,243	16,830	32.3	28.6	8.7	3.9	.0151
Waldo	251,042	17,567	33.4	29.0	9.0	4.3	.0098
Washington	279,787	15,397	32.1	34.6	8.6	4.2	.0107
York	1,664,465	22,640	25.9	33.0	16.0	7.9	.0687
TOTAL METRO COUNTIES	4,971,302	21,775	26.5	30.0	14.8	9.5	.2058
TOTAL STATE	11,777,988	20,600	28.2	30.1	13.5	7.9	.4621

#1

Largest Daily Newspaper in Northern New England

72% HH Coverage of Home County
50% HH Coverage of 8 Counties

For information call 1-207-942-4881 or contact your Sawyer-Ferguson-Walker representative.

Bangor Daily News
The Maine Choice.

Source: Audit Bureau of Circulations, Sept. 1985

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

Move More Product in Maine. Portland, ME

The Portland ADI leads all New England ADI's in Population, Households, EBI and Retail Sales growth. And leads with a higher spending ratio of Retail Sales to EBI. It's a buying market. Sell through the Portland (ME) Press Herald, Evening Express and Maine Sunday Telegram. Over 89,000 daily circulation; 133,000 Sunday.

Call Gary Gagne (Portland, ME) 207-775-5811 Frank Chico (Landon-Boston) 617-266-2141 Jim McNeil (Landon-Portland) 207-871-0463

MARYLAND

MD. S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BALTIMORE	**2,291.9**	**.9519**	**32.3**	**11.8**	**18.2**	**19.9**	**25.2**	**827.9**	**13,681,848**	**2,662,523**	**1,341,319**	**1,597,911**	**661,989**	**3,132,400**	**469,890**
Anne Arundel	412.2	.1712	30.8	12.8	19.3	22.0	20.0	138.4	2,476,280	437,032	221,036	298,035	113,539	714,954	57,214
• Annapolis	33.6	.0140	32.0	12.8	20.2	17.9	26.0	13.5	480,322	43,829	45,900	34,320	21,260	189,213	13,619
Baltimore	669.7	.2781	33.8	11.8	18.1	20.0	27.9	255.3	3,402,509	1,032,716	413,222	879,620	279,293	1,243,528	169,671
Baltimore city	760.6	.3159	32.4	12.4	17.2	16.7	28.9	281.7	3,617,129	712,155	525,565	225,998	174,595	589,932	198,067
• Baltimore	760.6	.3159	32.4	12.4	17.2	16.7	28.9	281.7	3,617,129	712,155	525,565	225,998	174,595	589,932	198,067
Carroll	112.7	.0468	32.1	10.0	18.3	22.4	22.4	37.1	491,554	118,534	36,686	25,785	12,961	164,448	18,493
Harford	160.3	.0666	30.6	10.9	18.4	22.8	19.1	53.2	674,489	181,748	72,181	82,116	25,220	234,061	29,804
Howard	146.7	.0609	31.2	8.9	21.3	25.7	16.2	51.9	734,077	137,304	60,850	84,641	43,080	145,680	13,998
Queen Anne's	29.7	.0124	34.1	9.7	16.6	19.6	29.0	10.3	105,810	33,054	11,609	1,716	3,381	19,964	2,643
SUBURBAN TOTAL	1,497.7	.6220	32.3	11.5	18.7	21.6	23.3	532.7	9,584,397	1,896,539	769,854	1,337,593	456,134	2,353,308	278,704
CUMBERLAND	**105.8**	**.0438**	**35.5**	**10.7**	**14.3**	**18.6**	**32.2**	**39.6**	**328,632**	**109,880**	**44,681**	**98,269**	**24,101**	**94,119**	**24,339**
Allegany	78.0	.0323	36.7	11.1	13.7	18.3	34.0	29.4	469,130	96,084	39,040	92,238	21,703	80,365	21,560
• Cumberland	24.3	.0101	40.9	8.9	13.4	16.1	40.5	10.2	207,498	47,314	11,085	28,265	10,647	41,460	8,871
Mineral, W. Va.	*27.8*	*.0115*	*32.8*	*9.9*	*16.1*	*19.0*	*27.4*	*10.2*	*59,502*	*13,796*	*5,641*	*6,031*	*2,398*	*13,854*	*2,779*
SUBURBAN TOTAL	81.5	.0337	34.3	11.3	14.7	19.2	29.7	29.4	321,134	62,536	33,596	70,004	13,454	53,659	15,468
HAGERSTOWN	**114.1**	**.0474**	**33.4**	**12.0**	**16.9**	**19.2**	**28.1**	**40.5**	**688,856**	**117,310**	**39,018**	**83,708**	**31,613**	**137,212**	**26,803**
Washington	114.1	.0474	33.4	12.0	16.9	19.2	28.1	40.5	688,856	117,310	39,018	83,708	31,613	137,212	26,803
• Hagerstown	32.8	.0136	34.8	12.0	16.4	16.1	33.5	13.5	354,058	56,916	21,965	34,011	14,497	86,259	16,008
SUBURBAN TOTAL	81.3	.0338	32.8	12.0	17.3	20.4	25.8	27.0	334,798	60,394	17,053	49,697	17,116	50,953	10,795
OTHER COUNTIES															
☐ Calvert	42.6	.0177	30.6	9.0	18.7	20.6	21.2	13.8	106,587	33,630	14,338	6,701	1,997	15,530	4,255
Caroline	24.7	.0102	33.9	9.7	13.7	18.5	29.8	8.9	59,955	22,649	3,066	2,081	2,108	12,675	3,390
☐ Cecil	66.3	.0275	31.4	10.1	16.9	20.3	22.6	22.4	309,868	55,527	23,037	15,185	6,711	75,419	7,613
☐ Charles	86.5	.0360	28.7	10.2	18.4	23.0	15.5	26.4	300,406	81,838	23,747	11,086	9,960	62,696	29,760
Dorchester	30.7	.0127	36.4	9.8	14.9	18.1	35.6	11.3	178,508	34,606	8,380	3,900	4,653	26,996	7,376
☐ Frederick	131.8	.0547	31.0	10.9	19.1	20.8	21.7	46.1	740,264	162,271	64,325	97,088	28,876	173,170	16,348
• Frederick	33.2	.0138	31.9	13.4	20.3	15.6	28.1	12.9	514,687	129,697	40,932	79,837	20,056	115,194	11,871
Garrett	28.8	.0120	31.9	10.4	15.9	18.7	26.3	9.8	134,641	23,041	7,551	12,431	4,329	47,917	6,493
Kent	17.0	.0070	35.3	13.6	14.4	17.8	32.6	6.5	89,320	28,609	10,403	6,713	1,363	17,676	2,806
☐ Montgomery	630.0	.2616	33.6	9.8	18.6	23.0	24.4	235.3	5,529,957	999,070	410,544	715,919	408,365	1,442,107	172,142
Rockville	46.3	.0192	31.6	10.7	18.9	23.6	19.9	15.9	689,912	124,943	58,704	42,396	77,636	202,441	14,282
☐ Prince George's	677.0	.2811	29.4	13.9	20.7	21.5	17.0	237.8	5,175,984	1,051,082	428,520	669,073	274,094	1,300,156	167,971
St. Mary's	66.4	.0275	28.0	13.8	18.9	18.9	17.8	21.8	224,039	59,422	24,186	10,868	11,533	49,290	8,899
Somerset	19.3	.0080	34.8	12.2	14.0	16.7	33.0	6.7	39,770	26,088	4,060	2,294	1,657	7,080	3,813
Talbot	27.1	.0113	38.3	9.3	15.0	18.0	36.3	11.0	230,863	46,956	23,073	4,420	11,016	86,967	9,365
Wicomico	69.3	.0287	30.0	12.3	16.8	19.1	27.4	25.3	545,261	84,521	43,179	85,099	30,842	143,913	12,733
Worcester	34.9	.0145	38.0	10.5	16.0	18.5	31.6	13.6	338,095	69,600	80,675	14,988	14,420	64,084	12,923
TOTAL METRO COUNTIES	**4,118.2**	**1.7100**	**31.9**	**11.7**	**18.7**	**20.7**	**23.5**	**1,477.6**	**27,082,900**	**5,299,305**	**2,385,888**	**3,288,819**	**1,435,308**	**6,418,995**	**946,342**
TOTAL STATE	**4,436.4**	**1.8421**	**32.0**	**11.7**	**18.5**	**20.5**	**23.9**	**1,592.5**	**28,862,392**	**5,647,484**	**2,590,343**	**3,433,132**	**1,517,484**	**6,848,030**	**1,014,120**

MD.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BALTIMORE	27,124,595	26,901	20.4	28.1	19.2	16.0	.9691
Anne Arundel	5,210,284	31,872	17.0	29.9	23.1	20.5	.1805
• Annapolis	434,363	24,800	21.9	28.8	16.0	16.3	.0209
Baltimore	9,154,659	29,969	19.0	30.6	21.5	18.3	.3354
Baltimore city	7,015,461	18,393	25.3	25.0	12.6	8.8	.2662
• Baltimore	7,015,461	18,393	25.3	25.0	12.6	8.8	.2662
Carroll	1,367,280	29,434	18.9	31.3	24.1	14.3	.0426
Harford	1,929,784	31,173	18.2	28.7	23.8	18.8	.0666
Howard	2,264,086	39,317	13.0	23.5	25.5	31.7	.0679
Queen Anne's	283,041	22,311	23.6	30.7	15.1	9.3	.0099
SUBURBAN TOTAL	19,674,771	31,249	17.8	29.8	22.7	19.8	.6820
CUMBERLAND	988,106	19,612	27.1	29.1	13.0	7.0	.0378
Allegany	764,737	20,537	26.2	29.1	14.1	8.0	.0302
• Cumberland	345,524	17,919	27.0	25.7	12.1	7.4	.0109
Mineral, W. Va.	*223,369*	*17,579*	*29.4*	*28.9*	*9.9*	*4.0*	*.0076*
SUBURBAN TOTAL	742,582	20,154	27.1	30.2	13.3	6.8	.0269
HAGERSTOWN	1,156,175	23,124	23.7	30.3	17.0	10.0	.0448
Washington	1,156,175	23,124	23.7	30.3	17.0	10.0	.0448
• Hagerstown	311,189	17,897	28.8	26.9	11.7	5.7	.0159
SUBURBAN TOTAL	844,986	26,122	21.2	31.9	19.7	12.1	.0289
OTHER COUNTIES							
☐ Calvert	443,760	28,416	19.0	30.3	21.1	15.2	.0136
Caroline	193,291	17,512	29.0	28.4	10.7	4.1	.0068
☐ Cecil	711,006	26,549	21.4	31.8	19.4	13.1	.0249
☐ Charles	926,402	31,825	15.9	28.9	26.0	17.5	.0301
Dorchester	275,980	18,813	29.1	28.5	11.1	7.3	.0113
☐ Frederick	1,495,971	29,004	20.0	29.9	21.7	16.1	.0537
• Frederick	387,477	24,502	23.3	30.3	18.7	11.1	.0208
Garrett	271,407	21,800	26.4	30.0	15.1	9.1	.0101
Kent	164,788	18,924	29.5	26.0	12.5	8.6	.0063
☐ Montgomery	11,671,768	41,853	12.5	22.0	19.5	39.4	.3796
Rockville	741,353	40,866	11.7	21.8	21.7	36.6	.0319
☐ Prince George's	9,587,074	34,077	16.0	27.9	21.7	26.6	.3386
St. Mary's	738,828	28,311	20.9	28.4	20.8	16.9	.0235
Somerset	161,796	18,282	30.0	27.3	10.6	7.7	.0058
Talbot	360,552	24,247	23.8	27.9	15.4	16.4	.0137
Wicomico	667,586	20,786	26.8	29.3	14.7	8.0	.0295
Worcester	324,657	18,143	30.7	27.4	10.8	6.9	.0160
TOTAL METRO COUNTIES	53,881,488	29,796	18.5	27.3	19.7	21.1	1.8846
TOTAL STATE	57,040,373	29,105	19.2	27.3	19.3	20.3	2.0076

IF YOU THINK BALTIMORE IS JUST A HASH SLINGING, TRUCK DRIVING, ARCHIE BUNKER KIND OF TOWN, YOU'RE MISSING A MARKET THAT EATS GOURMET, DRIVES TURBO AND TRAVELS FOUR STAR.

A lot of people still mistake Baltimore for a backwater, brown bag kind of town. Hard to believe since it's outpacing Washington, D.C., Houston, Chicago and Pittsburgh as one of the fastest growing key metropolitan markets in the country today. A regular boomtown in every sales category across the board.

Baltimoreans now have more than 24 billion dollars a year to spend. And they're spending it at record rates.

In the past two years, auto sales have increased by 64%. Airline travel has grown at twice the national average. And grocery sales now total a cool $2.5 billion a year.

No wonder Baltimore's fast becoming a market to be reckoned with. In fact, in the next five years, retail sales are expected to soar nearly 50%.

And contrary to popular opinion, it's a market that can't be reached via Philadelphia or D.C. (It's like expecting The Catskills Crier to deliver Manhattan.) If you want to share in Baltimore's growth, you've got to reach the market in its own backyard. That means The Baltimore Sun.

The fact is, we're the most efficient way of reaching the people you want. (In other words, the people who spend money.) We're also one of the few newspapers that can present your image in living, breathing color. And when we say "color," we're talking about the kind of depth and reproduction you usually expect from slick magazines.

So, the decision's up to you. You can either get in on the market *now* before your competition discovers us. Or, you can kick yourself later for letting one of life's few golden opportunities slip up, up and away.

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Between Boston and Cape Cod

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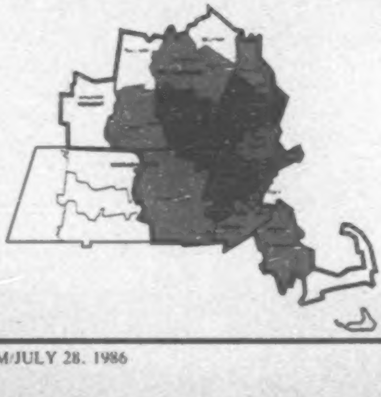
TURN TO LANDON FOR RESULTS (SEE PAGE B-28)

MASSACHUSETTS

MASS. S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON – LAWRENCE – SALEM – LOWELL – BROCKTON	**3,703.1**	**1.5377**	**32.8**	**12.5**	**18.0**	**18.6**	**27.4**	**1,373.2**	**27,703,685**	**4,982,964**	**3,412,475**	**3,043,356**	**1,283,828**	**5,453,794**	**919,625**
Essex	649.1	.2696	34.1	10.6	16.6	18.6	29.9	244.9	5,107,522	867,523	598,729	597,973	171,832	1,254,545	140,427
• Gloucester	28.3	.0118	34.3	10.2	18.0	17.6	31.1	11.3	196,449	42,932	27,549	4,040	5,715	49,374	9,071
• Haverhill	47.9	.0199	33.5	11.1	16.4	16.2	31.3	18.4	341,716	64,262	32,733	17,155	19,045	97,528	9,985
• Lawrence	65.1	.0270	32.0	11.6	16.4	14.0	31.1	25.6	356,797	36,570	29,151	15,980	14,867	122,668	14,495
• Lynn	80.0	.0332	34.6	10.8	16.1	16.3	33.0	32.4	602,271	89,378	42,476	6,215	20,094	307,763	18,297
Peabody	46.3	.0192	34.7	10.4	15.7	21.0	28.6	16.7	466,865	60,150	33,976	145,956	14,282	48,273	9,027
• Salem	38.7	.0161	33.9	14.0	17.8	15.7	32.4	16.0	400,680	87,122	39,929	35,481	17,461	62,773	8,270
Middlesex	1,365.2	.5669	32.7	12.6	18.4	19.1	26.8	498.1	10,019,043	1,829,808	1,095,062	1,158,963	507,775	2,066,167	347,170
Arlington	45.2	.0188	36.2	10.3	19.5	17.4	34.0	18.2	229,156	38,078	16,789	846	8,522	100,281	9,609
• Cambridge	91.9	.0382	30.4	21.1	27.1	14.8	22.6	39.1	892,082	163,215	146,614	161,673	61,944	75,843	33,664
• Framingham	64.6	.0268	33.0	13.0	18.6	20.0	26.3	24.8	739,824	83,856	92,599	123,573	45,307	188,850	19,335
• Lowell	93.2	.0387	30.9	14.8	16.1	15.0	28.4	34.5	567,008	86,774	49,767	77,078	23,591	180,242	23,742
Malden	53.4	.0222	34.4	11.3	18.3	16.3	32.7	21.7	291,036	85,010	27,717	13,436	9,995	74,792	7,522
Medford	57.0	.0237	34.6	13.8	15.9	16.7	32.7	20.7	413,725	77,804	26,390	32,153	10,203	88,512	21,101
Newton	81.9	.0340	34.9	12.7	17.9	19.2	30.7	29.0	860,137	124,035	94,092	106,001	108,957	135,245	26,059

boston area newspaper dailies
band ...for the reach of it in the Boston ADI.



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- The DAILY TRANSCRIPT (Dedham, MA)
- The MIDDLESEX NEWS (Framingham, MA)
- The GLOUCESTER (MA) TIMES
- The HAVERHILL (MA) GAZETTE
- KEENE (NH) SENTINEL
- LAWRENCE (MA) EAGLE-TRIBUNE
- The LOWELL (MA) SUN
- DAILY EVENING ITEM (Lynn, MA)
- MALDEN (MA) NEWS
- MEDFORD (MA) MERCURY
- MELROSE (MA) NEWS
- MILFORD (MA) DAILY NEWS
- NASHUA (NH) TELEGRAPH
- The DAILY NEWS (Newburyport, MA)
- The PATRIOT LEDGER (Quincy, MA)
- The SALEM (MA) EVENING NEWS
- The NEWS TRIBUNE (Waltham, MA)

TURN TO LANDON FOR RESULTS (SEE PAGE B-28)
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In N.Y.: 212-867-1112

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- #1 in classified advertising among New England evening papers
- #1 in retail advertising among Mass. daily papers

Serving Norfolk and Plymouth Counties (MA)...

They rank first and fifth, respectively, in Massachusetts per household income.

The Patriot Ledger

Source: ABC Publisher's Statement 3/31/86. NENA Linage Report 12/31/85

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Represented nationally by Landon Associates

TURN TO
LANDON
FOR RESULTS
(SEE PAGE 3-26)

MASS. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Somerville	75.4	.0313	32.1	15.8	20.6	16.5	28.5	30.3	395,045	82,577	41,574	42,676	5,439	55,137	14,104
• Waltham	57.4	.0238	32.2	18.0	18.7	14.6	28.1	21.3	493,446	93,408	72,854	33,522	45,987	58,865	26,925
Norfolk	610.9	.2536	34.2	11.3	16.9	19.6	29.0	221.1	5,231,170	955,504	493,351	517,515	229,774	1,103,275	180,643
Brookline	53.7	.0223	34.7	13.0	23.6	16.8	32.5	24.5	340,212	94,313	54,301	6,536	21,792	60,578	13,716
Quincy	84.2	.0350	36.1	12.2	17.2	16.6	34.8	35.2	687,357	161,770	67,368	31,177	24,494	108,123	41,193
Weymouth	54.8	.0228	33.1	12.0	17.1	18.5	28.4	20.3	384,482	101,007	29,106	19,874	13,955	66,230	15,037
Plymouth	437.8	.1818	31.5	9.8	17.5	19.9	24.0	149.7	2,613,110	497,750	273,384	239,225	89,047	619,441	77,808
• Brockton	98.1	.0407	31.4	11.3	17.0	17.8	26.1	35.4	810,203	156,296	81,227	104,205	23,992	151,021	25,749
Suffolk	640.1	.2658	31.5	17.0	19.7	15.8	27.4	259.4	4,732,840	832,379	951,949	529,680	205,400	410,366	173,577

How do you reach a market with more spending money than New York, Philadelphia, and San Diego?

Answer below.

Only the Worcester Telegram and Gazette deliver Worcester County, Massachusetts, the prosperous market whose Median Household EBI is greater than New York's, San Diego's and Philadelphia's. For more facts on the Worcester Market, call Ad Director Bob Ballantine at (617) 793-9295 and ask for a copy of the new "Worcester Facts" market kit.

Source: Sales & Marketing Management's 1985 Survey of Buying Power. Call CWO & O for details.

Worcester
TELEGRAM & GAZETTE

MASS. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Boston	554.6	.2303	31.0	17.9	20.2	15.6	26.4	225.2	4,183,415	723,931	893,885	482,123	180,080	340,533	145,557
Revere	42.0	.0174	36.5	11.9	14.6	17.9	34.0	16.9	294,552	71,048	37,287	21,349	13,488	35,236	15,471
SUBURBAN TOTAL	2,483.3	1.0312	33.5	10.9	17.3	19.9	27.4	889.2	18,119,794	3,355,220	1,906,691	1,982,311	745,745	3,818,334	384,535
NEW BEDFORD - FALL RIVER - ATTLEBORO	**492.9**	**.2046**	**33.5**	**10.6**	**16.0**	**18.8**	**29.6**	**179.5**	**3,399,546**	**912,364**	**281,003**	**342,014**	**119,202**	**674,769**	**92,906**
Bristol	492.9	.2046	33.5	10.6	16.0	18.8	29.6	179.5	3,399,546	912,364	281,003	342,014	119,202	674,769	92,906
• Attleboro	34.8	.0144	32.5	10.9	16.8	18.7	27.1	12.5	375,333	48,949	25,960	46,357	7,083	60,342	6,832
• Fall River	93.4	.0388	35.1	10.5	14.5	15.5	34.6	36.3	538,035	145,421	43,969	42,911	34,475	108,918	20,222
• New Bedford	98.9	.0411	35.0	11.0	14.7	15.7	34.3	38.8	563,896	140,437	52,998	35,996	27,599	98,690	22,258
Taunton	46.8	.0194	33.1	11.2	16.8	17.6	29.2	17.0	236,060	71,058	15,705	24,686	10,615	40,032	8,319
SUBURBAN TOTAL	265.8	.1103	32.7	10.5	16.9	19.7	28.4	91.9	1,922,282	372,557	138,076	216,730	50,048	406,819	43,994
PITTSFIELD	**143.1**	**.0594**	**34.6**	**11.6**	**15.4**	**17.7**	**31.8**	**54.7**	**1,033,858**	**243,157**	**100,981**	**98,841**	**27,549**	**191,258**	**32,085**
Berkshire	143.1	.0594	34.6	11.6	15.4	17.7	31.8	54.7	1,033,858	243,157	100,981	98,841	27,549	191,258	32,085
• Pittsfield	50.5	.0210	34.8	10.8	15.7	17.4	32.1	19.9	447,704	100,797	36,429	67,025	16,930	102,036	15,176
SUBURBAN TOTAL	92.6	.0384	34.6	12.4	15.3	17.8	31.6	34.8	586,154	142,360	64,552	31,816	10,619	89,222	16,909
SPRINGFIELD	**586.1**	**.2434**	**32.2**	**14.3**	**16.5**	**17.0**	**28.4**	**213.3**	**3,785,230**	**817,653**	**395,988**	**483,121**	**141,415**	**684,900**	**126,836**
Hampden	441.1	.1832	33.5	11.5	16.1	17.5	30.0	164.7	3,178,288	654,082	313,856	446,448	125,138	592,926	105,377
Chicopee	56.4	.0234	35.0	11.4	15.6	16.8	33.2	21.9	356,473	87,512	40,613	40,542	8,800	77,119	11,527
• Holyoke	42.8	.0178	34.8	10.8	14.0	15.0	34.7	16.7	411,962	56,902	29,860	118,906	21,084	51,188	12,836
• Springfield	149.7	.0622	32.1	12.9	16.4	15.1	30.2	56.9	1,271,294	252,170	127,699	183,407	53,225	247,095	37,094
• Westfield	36.8	.0153	31.8	14.3	16.5	17.7	27.1	13.1	271,694	71,941	26,069	41,513	4,820	55,281	10,757
Hampshire	145.0	.0602	29.0	22.8	18.2	13.7	23.4	48.6	606,942	163,571	82,132	36,673	16,277	91,974	21,459
• Northampton	29.9	.0124	31.9	18.0	19.8	15.1	28.8	10.9	212,929	47,376	27,934	13,164	5,254	50,015	7,906
SUBURBAN TOTAL	326.9	.1357	32.1	15.1	16.6	18.3	26.9	115.7	1,617,251	388,264	184,436	125,932	57,022	281,321	38,243
WORCESTER - FITCHBURG - LEOMINSTER	**662.9**	**.2752**	**32.9**	**11.9**	**16.5**	**17.7**	**28.8**	**341.8**	**3,905,423**	**758,838**	**399,326**	**512,794**	**135,334**	**771,669**	**147,949**
Worcester	662.9	.2752	32.9	11.9	16.5	17.7	28.8	341.8	3,905,423	758,838	399,326	512,794	135,334	771,669	147,949
• Fitchburg	40.2	.0167	32.5	15.5	14.8	14.9	31.5	15.2	237,663	41,986	21,948	60,283	7,338	56,208	11,044
• Leominster	35.1	.0146	32.7	11.7	16.6	18.2	28.0	13.4	239,122	36,118	24,134	47,348	12,440	32,926	8,032
• Worcester	161.6	.0671	33.6	15.3	14.9	14.7	33.2	61.4	1,177,345	200,440	121,959	121,918	48,634	312,730	41,577
SUBURBAN TOTAL	426.0	.1768	32.7	10.3	17.1	19.1	27.0	151.8	2,331,293	477,284	231,285	283,245	66,925	369,805	87,296
OTHER COUNTIES															
Barnstable	174.6	.0725	39.2	8.3	15.4	16.2	38.8	71.5	1,710,734	332,066	242,553	143,958	63,174	285,012	53,832
Dukes	10.6	.0044	35.9	7.7	20.6	16.6	34.6	4.8	126,080	36,561	19,493	860	1,975	16,506	3,123
Franklin	68.3	.0283	33.2	10.7	19.0	17.1	29.4	26.8	367,457	91,577	43,606	22,295	8,357	86,872	9,683
Nantucket	5.8	.0024	36.5	8.6	20.2	17.5	34.4	2.5	106,793	22,904	20,044	1,315	2,497	4,177	4,452
TOTAL METRO COUNTIES	**5,388.1**	**2.2368**	**32.9**	**12.4**	**17.3**	**18.3**	**28.0**	**2,062.5**	**39,827,742**	**7,710,966**	**4,089,773**	**4,480,126**	**1,627,348**	**7,776,390**	**1,319,401**
TOTAL STATE	**5,847.4**	**2.4279**	**33.0**	**12.3**	**17.4**	**18.2**	**28.4**	**2,168.1**	**42,138,986**	**8,194,874**	**4,915,469**	**4,648,554**	**1,788,381**	**8,148,957**	**1,390,491**

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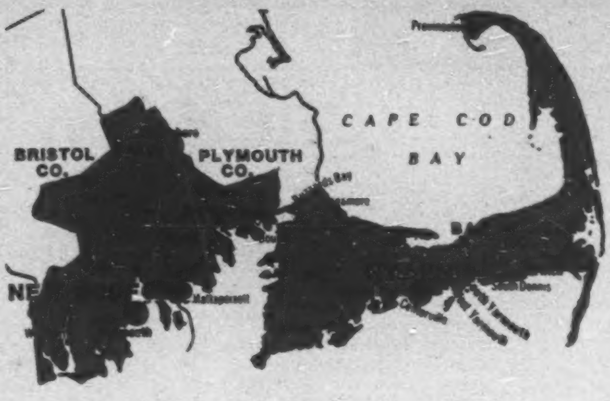
Represented nationally by Newhouse Newspapers
Source: Belden Continuing Market Study, 1984



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New Bedford STANDARD TIMES • Cape Cod TIMES

MASS. S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**53,598,409**	**29,621**	**18.4**	**25.6**	**18.9**	**22.2**	**1.8604**
Essex	9,021,472	28,333	19.0	25.9	18.7	20.0	.3249
• Gloucester	383,556	24,191	23.2	27.0	15.5	15.8	.0134
• Haverhill	585,267	24,148	22.9	26.9	17.7	13.7	.0218
• Lawrence	681,139	19,344	24.3	25.1	14.2	9.4	.0252
• Lynn	973,296	22,742	22.5	27.1	15.7	12.7	.0370
Peabody	653,371	32,514	15.4	26.3	23.3	21.9	.0256
• Salem	513,792	24,091	22.5	27.6	17.1	14.1	.0210
Middlesex	21,301,815	32,962	16.5	25.0	20.0	26.6	.7092
Arlington	762,689	33,879	16.7	25.0	21.1	27.0	.0223
• Cambridge	1,366,662	22,828	23.9	27.5	13.8	15.0	.0512
• Framingham	1,086,364	33,822	15.5	25.7	19.5	28.8	.0407
• Lowell	1,087,164	23,603	23.4	27.4	16.9	13.0	.0393
Malden	738,060	26,068	21.7	27.1	18.2	16.6	.0239
Medford	776,892	29,957	17.5	26.3	19.9	21.4	.0275
Newton	1,622,782	42,311	12.8	19.8	19.2	40.3	.0543
Somerville	938,573	23,776	22.6	28.5	16.8	12.6	.0315
• Waltham	840,881	30,512	17.3	27.2	20.4	21.8	.0304
Norfolk	9,758,780	34,672	15.3	24.2	21.3	28.1	.3375
Brookline	1,086,869	30,444	18.4	25.0	16.8	26.3	.0312
Quincy	1,225,734	27,636	19.7	27.1	19.2	18.0	.0437
Weymouth	785,549	31,305	16.8	26.4	21.3	22.7	.0269
Plymouth	5,338,688	28,345	19.6	28.7	20.3	17.0	.1878
• Brockton	1,070,390	23,144	22.1	27.8	17.2	11.3	.0447
Suffolk	8,177,654	21,514	23.8	25.3	14.1	13.7	.3010
• Boston	7,085,501	21,162	24.1	25.2	13.7	13.5	.2625
Revere	554,320	25,449	21.7	25.9	19.2	15.1	.0197
SUBURBAN TOTAL	37,924,397	33,431	16.0	25.1	20.9	26.4	1.2732
NEW BEDFORD - FALL RIVER - ATTLEBORO	**5,321,074**	**22,852**	**23.3**	**29.6**	**16.3**	**10.3**	**.2091**
Bristol	5,321,074	22,852	23.3	29.6	16.3	10.3	.2091
• Attleboro	416,488	26,077	22.3	30.9	18.9	13.1	.0184
• Fall River	859,511	17,494	27.5	28.4	10.6	5.1	.0347
• New Bedford	935,584	17,333	27.7	26.4	11.3	6.0	.0370
Taunton	502,231	23,211	23.3	30.9	16.4	9.9	.0179
SUBURBAN TOTAL	3,109,491	27,320	19.8	31.3	20.2	13.8	.1190
PITTSFIELD	**1,749,044**	**23,899**	**23.3**	**29.1**	**16.7**	**12.7**	**.0652**
Berkshire	1,749,044	23,899	23.3	29.1	16.7	12.7	.0652
• Pittsfield	637,477	24,052	22.7	28.0	15.8	14.4	.0256
SUBURBAN TOTAL	1,111,567	23,818	23.7	29.6	17.2	11.8	.0396
SPRINGFIELD	**6,637,123**	**23,535**	**22.8**	**29.0**	**17.8**	**11.5**	**.2486**
Hampden	5,047,074	23,364	22.6	28.4	16.9	11.7	.1952
Chicopee	623,493	22,420	23.4	29.4	17.1	9.1	.0235
• Holyoke	450,032	18,501	24.8	25.3	12.6	8.9	.0205
• Springfield	1,520,653	19,770	25.1	27.2	13.9	8.4	.0669
• Westfield	426,575	26,079	20.8	31.9	19.3	11.9	.0165
Hampshire	1,590,049	24,064	23.6	30.5	17.2	11.2	.0534
• Northampton	340,189	21,528	24.6	28.6	14.6	10.2	.0131
SUBURBAN TOTAL	3,899,674	26,181	21.4	30.1	19.1	13.6	.1316
WORCESTER - FITCHBURG - LEOMINSTER	**8,313,188**	**26,693**	**20.8**	**28.3**	**19.1**	**15.6**	**.2873**
Worcester	8,313,188	26,693	20.8	28.3	19.1	15.6	.2873
• Fitchburg	452,990	22,052	24.5	27.6	15.9	10.9	.0170
• Leominster	431,065	25,560	21.3	30.6	18.5	12.6	.0158
• Worcester	1,899,041	21,939	24.0	26.9	15.1	12.1	.0726
SUBURBAN TOTAL	5,530,092	29,279	19.2	28.6	21.1	17.7	.1819
OTHER COUNTIES							
Barnstable	2,293,643	23,683	25.3	29.3	16.0	13.2	.0923
Dukes	139,702	20,836	29.4	29.4	12.1	10.9	.0060
Franklin	780,534	22,293	25.7	30.4	16.0	9.0	.0274
Nantucket	96,208	28,895	19.3	31.2	19.6	17.6	.0045
TOTAL METRO COUNTIES	**75,618,838**	**27,704**	**19.8**	**26.6**	**18.4**	**19.8**	**2.6706**
TOTAL STATE	**78,928,925**	**27,458**	**20.0**	**26.8**	**18.3**	**18.7**	**2.8008**

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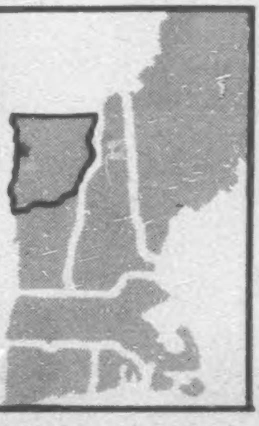


MICHIGAN

MICH. S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANN ARBOR	**271.7**	**.1128**	**28.1**	**20.4**	**23.1**	**17.4**	**16.6**	**98.4**	**1,786,706**	**266,624**	**169,185**	**274,826**	**104,092**	**393,176**	**61,874**
Washtenaw	271.7	.1128	28.1	20.4	23.1	17.4	16.6	98.4	1,786,706	266,624	169,185	274,826	104,092	393,176	61,874
• Ann Arbor	106.6	.0443	26.8	27.8	25.0	15.0	14.4	39.8	908,515	126,146	93,528	144,244	62,838	156,688	32,809
SUBURBAN TOTAL	165.1	.0685	29.0	15.7	21.9	18.9	18.0	58.6	878,191	140,478	75,657	130,582	41,254	236,488	29,065
BATTLE CREEK	**138.1**	**.0573**	**32.4**	**11.0**	**16.5**	**18.7**	**27.0**	**51.6**	**733,024**	**131,263**	**71,576**	**121,053**	**24,464**	**153,140**	**31,835**
Calhoun	138.1	.0573	32.4	11.0	16.5	18.7	27.0	51.6	733,024	131,263	71,576	121,053	24,464	153,140	31,835
• Battle Creek	54.5	.0226	31.4	11.9	17.4	14.5	29.3	21.9	255,965	41,542	24,146	31,118	4,080	64,771	12,948
SUBURBAN TOTAL	83.6	.0347	33.1	10.4	16.1	21.4	25.5	29.7	477,059	89,721	47,430	89,935	20,384	88,369	18,887
BENTON HARBOR	**166.0**	**.0689**	**31.6**	**10.7**	**16.4**	**18.4**	**26.0**	**60.8**	**784,881**	**145,660**	**72,599**	**124,355**	**19,565**	**149,726**	**28,711**
Berrien	166.0	.0689	31.6	10.7	16.4	18.4	26.0	60.8	784,881	145,660	72,599	124,355	19,565	149,726	28,711
• Benton Harbor	14.5	.0060	22.7	11.5	13.7	13.8	18.7	4.7	195,155	13,717	14,693	53,174	5,306	54,800	2,862
SUBURBAN TOTAL	151.5	.0629	32.3	10.6	16.8	18.8	26.7	56.1	589,726	131,943	57,906	71,181	14,259	94,926	25,849
DETROIT	**4,361.0**	**1.8107**	**31.4**	**11.3**	**17.6**	**18.9**	**24.7**	**1,581.6**	**26,266,849**	**4,886,444**	**2,377,667**	**3,049,313**	**1,288,838**	**6,285,894**	**1,309,267**
Lapeer	74.2	.0308	28.8	10.2	17.9	20.7	18.3	23.2	224,188	49,987	14,201	15,211	4,525	73,083	11,811
Livingston	110.0	.0457	30.0	9.3	18.4	22.6	18.3	35.1	356,395	76,640	26,339	55,877	11,083	83,711	16,980
Macomb	699.6	.2905	31.2	11.7	17.4	20.6	22.7	244.5	4,829,219	871,307	403,076	593,260	218,691	1,289,155	243,252
Roseville	52.8	.0219	30.3	13.0	18.4	17.0	24.4	18.7	564,934	104,604	42,415	118,509	17,593	106,498	29,346
St. Clair Shores	72.6	.0301	35.9	11.6	14.9	18.6	32.6	27.0	350,190	78,685	42,750	27,684	12,837	70,330	24,578
Sterling Heights	111.8	.0464	29.3	9.5	20.6	23.4	14.9	36.8	910,498	105,729	49,398	237,405	20,725	278,445	40,467
Warren	154.2	.0640	33.2	12.9	14.1	21.9	25.5	54.3	1,176,540	242,324	125,401	95,809	67,442	287,203	55,472
Monroe	135.5	.0562	29.8	10.8	17.2	19.6	21.5	45.2	512,551	123,031	44,158	34,073	14,531	142,471	17,298
Oakland	1,029.1	.4273	32.1	10.8	18.3	20.6	24.1	380.2	8,481,600	1,369,660	751,504	993,433	479,626	2,132,757	393,402
Farmington Hills	65.3	.0271	33.6	10.3	16.9	22.8	24.8	24.0	447,986	45,303	48,523	22,762	14,985	212,019	8,596
• Pontiac	72.1	.0299	27.6	13.7	18.6	15.6	20.6	25.5	524,392	71,921	39,831	109,376	19,465	116,170	21,714
Royal Oak	68.0	.0282	33.8	11.1	20.3	16.8	30.8	28.6	520,531	67,592	35,925	55,872	53,921	144,967	13,764
Southfield	74.9	.0311	37.2	9.6	17.5	19.3	33.7	30.9	1,365,378	168,571	114,533	211,213	92,227	377,703	39,116
Troy	69.1	.0287	31.5	8.0	20.5	25.2	17.7	24.9	1,115,737	110,736	74,491	223,166	60,756	338,340	39,356
St. Clair	141.2	.0586	31.1	10.7	16.3	18.6	25.0	49.3	611,901	154,013	53,399	57,744	22,897	115,262	21,895
• Port Huron	34.1	.0142	30.7	13.2	16.0	15.3	27.9	13.2	309,787	55,276	28,767	26,110	18,629	57,107	7,485
Wayne	2,171.4	.9016	31.4	11.6	17.4	17.3	26.5	804.1	11,250,997	2,241,806	1,084,990	1,299,715	537,685	2,449,455	604,629
• Dearborn	86.6	.0360	38.1	10.9	15.5	16.3	37.2	35.0	1,150,072	114,476	85,860	197,779	89,106	254,834	51,435
Dearborn Heights	62.6	.0260	34.8	12.1	14.8	19.8	29.9	22.6	283,205	90,561	53,703	8,264	20,635	13,184	19,366
• Detroit	1,077.3	.4473	30.8	11.6	17.4	15.7	27.1	408.0	3,759,761	870,314	430,451	199,827	141,363	839,039	214,352
Lincoln Park	43.1	.0179	32.6	12.5	17.9	16.2	29.5	16.6	303,992	66,334	28,775	44,264	6,153	26,436	21,000
Livonia	100.0	.0415	33.9	11.1	14.5	22.6	25.8	32.7	1,027,715	188,403	65,556	162,557	99,714	165,475	63,684
Taylor	72.8	.0302	27.9	12.7	18.9	19.9	16.6	24.2	598,747	88,387	39,655	183,903	11,519	126,203	19,179
Westland	80.8	.0336	29.6	13.3	19.2	20.1	19.5	29.1	560,873	140,599	48,071	88,033	13,918	97,072	27,341
SUBURBAN TOTAL	3,090.9	1.2833	31.5	11.1	17.7	20.2	23.7	1,099.9	20,522,837	3,774,457	1,792,758	2,516,221	1,020,275	5,018,744	1,014,281
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,632.7***	***1.9235***	***31.1***	***11.8***	***18.1***	***18.8***	***24.2***	***1,680.0***	***28,053,555***	***5,153,068***	***2,546,852***	***3,324,139***	***1,392,930***	***6,679,070***	***1,371,141***
FLINT	**440.0**	**.1827**	**29.6**	**12.2**	**17.3**	**19.5**	**21.1**	**158.5**	**2,775,821**	**459,007**	**250,645**	**511,501**	**123,161**	**673,070**	**117,678**
Genesee	440.0	.1827	29.6	12.2	17.3	19.5	21.1	158.5	2,775,821	459,007	250,645	511,501	123,161	673,070	117,678
• Flint	150.4	.0624	28.8	13.4	17.6	15.7	23.4	57.0	1,150,568	221,656	117,472	140,125	80,798	259,091	47,647
SUBURBAN TOTAL	289.6	.1203	30.1	11.5	17.1	21.5	20.1	101.5	1,625,253	237,351	133,173	371,376	42,363	413,979	70,031
GRAND RAPIDS	**633.1**	**.2628**	**29.9**	**13.1**	**18.0**	**17.9**	**23.0**	**226.2**	**3,979,479**	**604,221**	**338,679**	**631,008**	**245,439**	**964,976**	**97,265**
Kent	464.0	.1926	30.1	13.2	18.2	17.5	23.7	170.1	3,182,699	459,289	278,037	489,486	214,947	773,721	81,640
• Grand Rapids	185.8	.0771	30.3	14.8	17.9	14.0	27.7	70.1	1,171,119	146,143	124,470	91,344	106,759	336,165	41,617
Wyoming	61.8	.0257	29.5	14.4	19.8	16.9	22.3	23.9	505,810	61,939	45,396	94,813	37,412	97,146	8,558
Ottawa	169.1	.0702	29.4	12.7	17.8	19.1	20.9	56.1	796,780	144,932	60,642	141,522	30,492	191,255	15,625
• Holland	29.0	.0120	30.5	16.9	15.7	15.4	27.6	10.5	293,922	49,487	25,509	13,217	15,905	106,376	8,996
SUBURBAN TOTAL	418.3	.1737	29.7	12.0	18.3	19.8	20.6	145.6	2,514,438	408,591	188,700	526,447	122,775	522,435	46,652
JACKSON	**148.0**	**.0615**	**31.3**	**11.2**	**18.8**	**19.1**	**24.0**	**51.3**	**734,631**	**125,239**	**63,717**	**150,798**	**29,089**	**120,397**	**29,294**
Jackson	148.0	.0615	31.3	11.2	18.8	19.1	24.0	51.3	734,631	125,239	63,717	150,798	29,089	120,397	29,294
• Jackson	38.4	.0159	30.6	13.1	17.1	14.3	28.2	15.1	300,641	40,132	32,267	39,310	18,638	50,050	12,291
SUBURBAN TOTAL	109.6	.0456	31.6	10.6	19.5	20.7	22.6	36.2	433,990	85,107	31,450	111,488	10,451	70,347	17,003
KALAMAZOO	**216.9**	**.0900**	**29.6**	**16.6**	**18.9**	**18.1**	**21.6**	**79.8**	**1,443,311**	**197,057**	**137,676**	**276,760**	**105,134**	**290,543**	**39,741**
Kalamazoo	216.9	.0900	29.6	16.6	18.9	18.1	21.6	79.8	1,443,311	197,057	137,676	276,760	105,134	290,543	39,741
• Kalamazoo	77.4	.0321	26.9	25.2	18.6	12.9	22.1	28.5	582,948	76,000	70,944	17,036	33,507	165,128	20,570
SUBURBAN TOTAL	139.5	.0579	31.0	11.9	18.9	21.0	21.5	51.3	860,363	121,057	66,732	259,724	71,627	125,415	19,171
LANSING - EAST LANSING	**427.8**	**.1777**	**28.1**	**17.5**	**19.6**	**17.7**	**18.8**	**150.6**	**2,588,353**	**459,659**	**229,712**	**428,072**	**135,753**	**590,120**	**62,434**
Clinton	56.8	.0236	29.7	10.1	17.3	21.3	19.5	18.5	207,158	56,474	11,463	9,007	4,625	57,776	5,705
Eaton	94.9	.0394	30.1	11.4	18.9	20.5	20.2	33.7	578,427	93,565	41,930	148,165	17,279	111,084	8,047
Ingham	276.1	.1147	27.2	21.1	20.3	15.9	18.3	98.4	1,802,768	309,620	176,319	270,900	113,849	421,260	48,682
• East Lansing	47.0	.0195	22.9	54.8	15.5	8.9	9.2	11.9	171,202	24,765	39,264		11,628	28,027	3,390
• Lansing	129.9	.0539	28.7	14.5	22.2	15.6	20.6	50.9	1,058,104	169,426	84,166	146,969	75,874	328,786	26,780
SUBURBAN TOTAL	250.9	.1043	29.9	12.0	18.8	20.5	19.9	87.8	1,359,047	265,468	106,282	281,103	48,251	233,307	32,264
MUSKEGON	**155.8**	**.0647**	**31.1**	**11.3**	**16.6**	**17.6**	**26.0**	**55.9**	**738,024**	**146,947**	**69,454**	**146,142**	**31,073**	**141,498**	**27,149**
Muskegon	155.8	.0647	31.1	11.3	16.6	17.6	26.0	55.9	738,024	146,947	69,454	146,142	31,073	141,498	27,149
• Muskegon	39.5	.0164	30.6	13.8	17.4	13.0	29.4	15.4	253,563	47,179	22,249	33,420	11,362	56,804	11,958
SUBURBAN TOTAL	116.3	.0483	31.3	10.5	16.2	19.2	24.9	40.5	484,461	99,768	47,205	112,722	19,711	84,694	15,191
SAGINAW - BAY CITY - MIDLAND	**416.9**	**.1730**	**30.1**	**11.6**	**17.2**	**18.9**	**22.7**	**145.8**	**2,527,103**	**462,787**	**226,402**	**400,178**	**129,091**	**561,323**	**84,272**
Bay	116.2	.0482	30.8	11.7	17.1	18.4	24.5	41.5	584,889	134,832	52,346	56,641	23,106	141,091	23,608
• Bay City	39.5	.0164	31.8	12.9	16.4	15.2	29.6	15.4	272,572	47,497	20,683	28,056	9,765	71,363	10,665
Midland	76.2	.0316	29.9	11.4	18.2	20.6	20.1	26.6	359,913	79,404	33,485	25,525	11,035	78,426	17,938
• Midland	38.2	.0159	30.5	12.6	18.3	20.0	21.9	14.0	311,566	68,520	24,214	19,420	10,927	72,399	13,027
Saginaw	224.5	.0932	29.8	11.6	17.1	18.6	22.6	77.7	1,582,301	248,551	140,571	318,012	94,950	341,806	42,726
• Saginaw	75.4	.0313	28.9	12.6	17.7	14.2	25.0	27.7	375,465	63,823	33,959	32,569	11,173	105,252	16,819
SUBURBAN TOTAL	263.8	.1094	30.2	10.9	17.2	20.6	21.1	88.7	1,567,500	282,947	147,546	320,133	97,226	312,309	43,761

MICH. (cont.) S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Alcona	10.4	.0044	41.6	7.2	10.7	17.2	41.0	4.1	21,584	3,165	1,918	645	117	10,049	346
Alger	9.0	.0037	33.8	8.8	15.4	17.9	30.3	3.2	26,339	11,106	3,124	616	554	354	823
Allegan	86.7	.0360	30.6	10.7	17.2	18.6	23.9	29.8	258,806	63,057	21,368	6,037	5,740	71,492	9,406
Alpena	31.5	.0131	32.0	11.3	14.7	19.2	26.4	11.4	161,053	36,448	10,124	20,076	7,521	31,674	3,234
Antrim	17.5	.0072	34.4	8.9	15.0	17.7	31.4	6.4	39,903	15,842	5,034	351	526	7,009	1,834
Arenac	15.6	.0065	33.5	9.5	14.3	17.0	30.8	5.7	71,919	13,906	7,441	339	2,974	25,855	864
Baraga	8.2	.0034	33.4	8.7	15.2	16.3	31.3	3.0	29,456	9,860	1,636	3,188	245	3,928	1,614
Barry	48.1	.0200	31.8	9.5	16.8	20.3	24.4	16.7	108,488	33,661	10,694	1,024	1,498	17,848	4,337
Benzie	11.9	.0050	34.3	9.5	15.1	18.7	30.3	4.4	43,265	11,969	2,825	1,616	1,541	10,792	1,818
Branch	40.1	.0167	32.1	10.8	16.2	18.9	26.5	14.5	162,843	30,039	10,262	9,190	3,645	41,631	8,567
Cass	49.6	.0206	32.4	9.5	16.5	19.4	26.3	17.9	104,030	21,776	8,972	4,189	2,282	37,658	4,080
Charlevoix	20.5	.0085	32.4	10.2	16.3	18.9	26.9	7.8	92,094	26,811	9,104	1,733	4,023	19,652	4,799
Cheboygan	21.4	.0089	33.7	9.1	14.9	18.0	30.0	8.0	122,029	31,592	14,403	6,845	2,093	22,008	3,265
Chippewa	28.5	.0118	31.5	14.3	15.9	17.0	27.4	9.9	142,436	28,706	16,344	17,941	5,507	23,286	3,398
Clare	26.2	.0109	35.8	9.0	13.4	17.2	33.7	10.0	114,145	37,788	8,843	967	2,828	23,296	5,676
Crawford	10.4	.0043	33.0	9.6	15.1	18.3	28.6	3.6	41,406	9,975	4,609	3,602	397	6,987	1,407
Delta	38.6	.0160	32.3	9.6	15.8	17.9	27.9	13.8	200,663	47,357	12,267	25,674	8,225	44,142	3,882
Dickinson	26.1	.0109	35.8	9.3	15.0	16.5	34.3	10.1	144,166	32,159	10,071	18,225	9,367	24,194	4,376
Emmet	24.5	.0102	32.1	10.7	17.5	18.1	26.8	9.0	167,092	32,153	19,031	7,200	13,377	35,465	4,229
Gladwin	22.3	.0092	35.1	9.1	13.4	17.4	32.7	8.3	66,045	23,149	5,650	2,754	3,345	13,630	1,569
Gogebic	18.6	.0077	40.9	8.6	12.4	15.5	41.0	7.3	96,987	22,751	6,172	14,486	5,020	17,759	2,845
Grand Traverse	58.9	.0245	30.7	11.8	19.6	18.4	23.2	21.4	495,576	82,648	45,754	90,639	22,530	109,276	5,424
Gratiot	39.6	.0164	30.7	12.1	15.5	17.9	25.5	13.8	202,759	48,370	14,908	24,044	4,696	45,958	6,402
Hillsdale	42.7	.0178	31.8	11.6	15.3	18.1	26.9	14.6	150,424	38,757	11,207	11,191	5,013	38,449	6,270
Houghton	38.2	.0158	30.6	21.2	12.7	13.7	30.8	13.3	146,268	41,806	10,192	15,063	4,568	24,424	6,004
Huron	36.1	.0150	33.8	9.5	14.1	16.1	32.2	13.2	183,042	41,745	14,520	13,543	5,446	39,616	8,424
Ionia	52.9	.0219	28.9	13.6	16.8	17.5	22.2	16.8	206,876	42,883	15,110	28,574	5,693	41,921	6,613
Iosco	30.1	.0125	31.4	13.9	15.1	16.4	28.2	11.3	135,087	30,889	14,003	2,215	4,262	37,176	5,550
Iron	13.7	.0057	43.5	7.2	12.2	15.3	43.6	5.6	47,183	17,295	3,319	2,123	1,144	6,631	3,412
Isabella	56.8	.0236	24.3	29.0	15.8	14.1	17.4	17.7	238,640	43,175	22,356	19,555	9,320	48,660	8,214
Kalkaska	13.1	.0055	31.1	9.4	16.6	17.3	26.2	4.7	50,408	11,117	4,420	53	649	15,734	438
Keweenaw	1.9	.0008	46.6	6.6	12.9	14.5	47.3	.7	4,755	1,361	1,107	998			
Lake	8.6	.0036	41.8	6.6	11.5	15.6	41.7	3.5	18,537	6,686	3,536	761	158	999	573
Leelanau	15.1	.0063	33.7	8.6	17.7	18.9	28.8	5.6	42,441	19,478	4,948	383	746	1,504	1,075
Lenawee	89.7	.0372	31.0	10.9	16.8	18.5	24.8	30.8	387,025	82,609	33,996	72,356	10,617	89,222	13,234
Luce	6.4	.0026	34.2	8.9	15.1	18.6	30.3	2.1	31,181	9,307	3,003	768	255	7,145	1,630
Mackinac	10.1	.0042	34.6	8.8	14.4	17.5	31.9	3.7	63,858	18,421	9,339	825	346	4,603	1,304
Manistee	23.3	.0097	35.0	9.6	14.8	17.5	32.5	9.3	96,535	26,530	8,302	7,280	3,788	17,839	4,638
Marquette	74.8	.0311	28.2	17.4	19.8	16.2	20.2	25.4	291,839	69,897	27,702	22,117	14,070	59,623	7,857
Mason	27.3	.0113	34.4	9.8	15.4	17.6	31.4	10.3	106,888	27,870	11,516	6,613	3,991	17,194	5,388
Mecosta	39.2	.0163	24.7	28.8	13.5	14.0	21.4	12.2	175,827	46,153	18,847	15,514	5,148	32,496	5,048
Menominee	26.0	.0108	32.8	10.0	15.5	16.8	29.9	9.5	68,976	16,111	8,094	15,958	1,266	11,392	661
Missaukee	11.0	.0046	31.8	9.8	15.3	17.5	27.5	3.7	30,076	8,027	2,321	2,506	243	10,466	2,733
Montcalm	50.2	.0209	31.9	10.1	15.2	18.1	27.2	17.7	235,816	49,757	12,892	28,498	10,385	55,998	7,287
Montmorency	8.1	.0033	38.3	8.4	12.4	15.5	38.1	3.1	25,877	8,680	2,906	267	269	707	1,747
Newaygo	37.1	.0154	33.1	9.1	14.5	18.4	28.9	13.5	107,194	30,369	8,524	7,602	3,144	20,117	4,639
Oceana	22.9	.0096	32.1	9.4	15.1	18.4	27.2	8.0	60,369	22,282	6,240	2,270	888	12,392	1,626
Ogemaw	18.2	.0075	35.5	9.0	13.5	17.3	33.3	6.8	104,903	24,466	9,998	8,998	2,463	16,407	3,496
Ontonagon	9.4	.0039	36.5	6.9	13.6	19.7	32.3	3.5	40,347	11,392	2,666	1,997	277	11,343	1,248
Osceola	20.2	.0084	32.6	9.3	14.9	18.0	28.4	7.3	89,048	29,547	5,344	1,561	648	18,810	3,784
Oscoda	7.3	.0030	38.3	8.2	11.9	17.7	36.6	2.8	36,340	11,830	2,994	291	1,175	2,539	2,398
Otsego	16.1	.0067	31.3	9.5	16.3	19.0	24.9	5.6	100,924	20,609	10,156	6,659	4,477	19,327	2,612
Presque Isle	14.2	.0059	34.8	8.9	13.8	17.2	32.6	5.2	44,044	13,338	3,362	1,075	1,806	8,630	2,341
Roscommon	18.9	.0079	41.7	8.0	12.0	15.7	41.9	7.8	100,650	28,071	8,518	2,880	1,602	23,401	3,608
St. Joseph	58.2	.0242	31.7	10.3	16.8	18.1	26.4	21.1	265,197	72,137	15,955	15,577	7,688	65,854	9,915
Sanilac	41.4	.0172	32.8	9.8	14.5	17.0	29.8	14.8	136,847	40,967	7,717	5,810	5,400	31,319	6,300
Schoolcraft	8.5	.0035	34.6	8.8	14.5	16.6	32.8	3.0	35,125	8,555	3,107	1,305	1,441	7,164	1,844
Shiawassee	70.5	.0293	29.8	10.5	17.2	19.6	21.4	23.7	255,784	56,860	17,716	19,373	8,786	62,097	11,372
Tuscola	57.6	.0239	30.2	10.4	16.8	19.2	22.8	19.0	196,249	51,551	10,626	8,579	3,920	49,951	7,058
Van Buren	69.6	.0289	31.7	9.7	16.5	18.3	26.3	25.0	237,467	72,063	18,517	11,551	4,951	61,317	7,888
Wexford	27.0	.0113	32.7	9.8	15.4	17.8	28.7	10.0	145,476	29,929	13,859	9,534	6,161	35,101	5,484
TOTAL METRO COUNTIES	7,375.3	3.0621	30.7	12.3	18.0	18.7	23.6	2,660.5	44,358,182	7,884,908	4,007,312	6,114,006	2,235,699	10,323,863	1,889,520
TOTAL STATE	9,211.9	3.8251	30.9	12.2	17.5	18.5	24.3	3,312.5	51,965,249	9,741,736	4,646,501	6,747,990	2,485,956	11,975,374	2,149,418

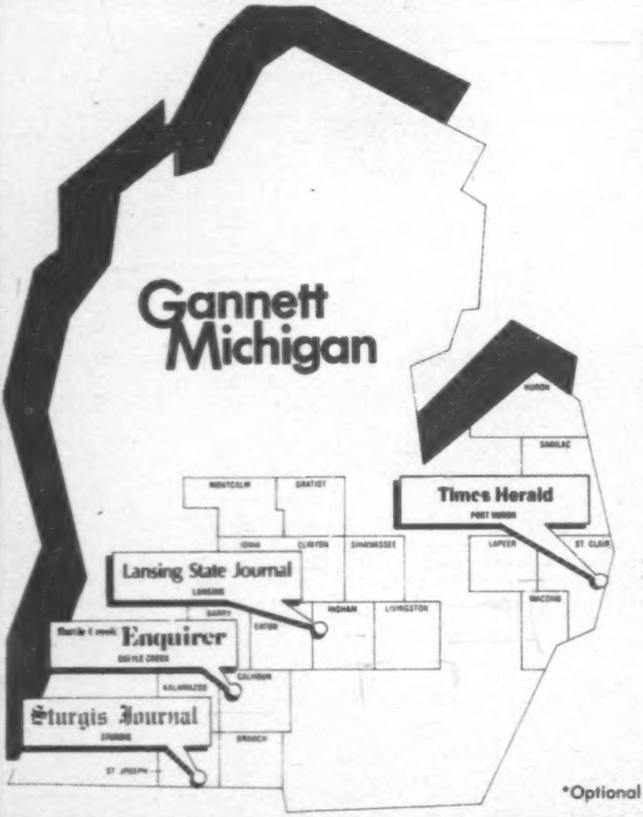
S&MM'S FOUR SURVEY ISSUES

Each year *Sales and Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

MICH.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANN ARBOR	**3,594,480**	**27,844**	**20.4**	**27.1**	**19.5**	**18.3**	**.1252**
Washtenaw	3,594,480	27,844	20.4	27.1	19.5	18.3	.1252
• Ann Arbor	1,426,790	24,632	24.0	25.6	15.9	17.8	.0539
SUBURBAN TOTAL	2,167,690	29,829	18.1	28.1	21.9	18.6	.0713
BATTLE CREEK	**1,599,929**	**24,562**	**22.3**	**29.1**	**17.6**	**12.4**	**.0558**
Calhoun	1,599,929	24,562	22.3	29.1	17.6	12.4	.0558
• Battle Creek	582,036	19,501	24.9	26.2	12.9	9.8	.0204
SUBURBAN TOTAL	1,017,893	28,235	20.4	31.2	21.1	14.3	.0354
BENTON HARBOR	**1,814,373**	**22,871**	**24.3**	**28.0**	**17.0**	**10.9**	**.0630**
Berrien	1,814,373	22,871	24.3	28.0	17.0	10.9	.0630
• Benton Harbor	93,032	13,712	30.5	20.2	8.3	4.3	.0071
SUBURBAN TOTAL	1,721,341	23,839	23.7	26.8	17.6	11.5	.0559
DETROIT	**54,066,452**	**27,260**	**18.8**	**27.5**	**19.8**	**16.3**	**1.8924**
Lapeer	774,158	27,878	19.2	31.4	21.9	13.1	.0248
Livingston	1,337,038	32,203	16.0	29.1	25.0	19.4	.0407
Macomb	8,049,470	27,943	18.9	33.5	22.2	12.3	.3058
Roseville	537,943	24,410	22.0	37.2	16.8	7.8	.0261
St. Clair Shores	893,916	28,234	19.0	32.9	20.7	13.8	.0295
Sterling Heights	1,322,997	31,859	14.5	35.6	28.6	13.3	.0525
Warren	1,788,045	27,601	19.3	32.5	22.2	12.7	.0700
Monroe	1,831,574	34,425	16.0	24.4	24.4	24.5	.0549
Oakland	16,494,578	34,216	15.2	25.6	21.9	26.8	.5623
Farmington Hills	1,203,936	41,074	11.5	21.8	22.6	36.8	.0366
• Pontiac	730,065	22,042	21.0	27.4	15.3	11.4	.0303
Royal Oak	1,074,674	31,298	18.5	28.0	22.8	20.0	.0360
Southfield	1,408,051	35,558	15.6	24.1	20.3	30.6	.0607
Troy	1,204,936	41,779	9.7	21.7	26.7	35.0	.0512
St. Clair	1,624,734	26,619	20.2	28.4	20.0	14.3	.0540
• Port Huron	379,236	21,338	23.2	26.6	15.6	10.6	.0163
Wayne	23,954,900	23,334	20.8	26.6	17.4	12.2	.8499
• Dearborn	1,200,045	27,465	20.6	25.7	19.9	17.5	.0534
Dearborn Heights	838,754	31,263	16.6	30.3	23.4	19.0	.0263
• Detroit	10,014,768	17,774	23.9	24.7	13.0	7.7	.3491
Lincoln Park	514,733	26,474	21.6	32.9	20.6	10.8	.0193
Livonia	1,384,289	36,939	11.4	27.4	29.0	25.0	.0551
Taylor	775,852	27,815	18.2	33.2	23.3	10.6	.0328
Westland	969,292	28,719	17.1	34.8	23.2	12.2	.0361
SUBURBAN TOTAL	41,742,338	30,820	16.8	28.7	22.4	19.6	1.4433
DETROIT - ANN ARBOR CONSOLIDATED AREA	***57,660,932***	***27,294***	***19.0***	***27.5***	***19.7***	***16.4***	***2.0176***
FLINT	**4,802,031**	**25,026**	**20.1**	**30.4**	**19.6**	**10.8**	**.1819**
Genesee	4,802,031	25,026	20.1	30.4	19.6	10.8	.1819
• Flint	1,490,550	20,520	22.8	28.6	14.8	7.7	.0638
SUBURBAN TOTAL	3,311,481	27,535	18.6	31.3	22.3	12.6	.1181
GRAND RAPIDS	**7,788,549**	**27,437**	**20.6**	**30.5**	**19.6**	**15.0**	**.2773**
Kent	5,643,716	26,068	21.8	30.2	18.5	13.7	.2079
• Grand Rapids	2,064,515	21,808	25.3	28.7	14.7	10.5	.0775
Wyoming	752,372	26,054	22.0	34.7	19.6	10.6	.0294
Ottawa	2,144,833	31,331	17.1	30.8	23.1	19.0	.0694
• Holland	376,320	26,654	23.5	28.4	19.5	15.5	.0155
SUBURBAN TOTAL	5,347,714	29,884	18.2	31.2	22.0	17.2	.1843
JACKSON	**1,747,261**	**27,405**	**20.3**	**29.3**	**19.9**	**15.4**	**.0593**
Jackson	1,747,261	27,405	20.3	29.3	19.9	15.4	.0593
• Jackson	431,618	21,666	23.8	28.0	14.5	11.0	.0174
SUBURBAN TOTAL	1,315,643	29,871	18.9	29.7	22.2	17.2	.0419
KALAMAZOO	**2,778,161**	**26,929**	**21.4**	**28.3**	**18.7**	**16.2**	**.0987**
Kalamazoo	2,778,161	26,929	21.4	28.3	18.7	16.2	.0987
• Kalamazoo	890,853	21,039	25.5	26.8	14.2	11.3	.0349
SUBURBAN TOTAL	1,887,308	30,090	19.1	29.3	21.2	18.9	.0638
LANSING - EAST LANSING	**5,191,086**	**27,094**	**21.0**	**29.2**	**19.7**	**15.3**	**.1838**
Clinton	631,539	28,931	17.9	33.1	23.0	14.0	.0204
Eaton	1,103,235	27,412	20.2	32.2	21.9	12.3	.0401
Ingham	3,456,312	26,486	21.9	27.5	18.3	16.6	.1233
• East Lansing	486,424	21,323	26.9	19.5	13.8	19.4	.0163
• Lansing	1,609,967	25,216	22.5	29.0	18.3	13.2	.0623
SUBURBAN TOTAL	3,094,695	28,542	19.3	30.7	21.3	16.0	.1052
MUSKEGON	**1,669,082**	**23,462**	**24.0**	**29.7**	**17.3**	**10.6**	**.0586**
Muskegon	1,669,082	23,462	24.0	29.7	17.3	10.6	.0586



In newspapers, it's the 5 W's:

Who: Gannett Michigan (Lansing State Journal, Battle Creek Enquirer, Port Huron Times Herald, Sturgis Journal)
What: Four high-quality, economically strong markets
Where: The heart of outstate Michigan
When: Now
Why: No. 59 in population, No. 60 in E.B.I., No. 60 in households, No. 65 in retail sales—and a

17% DISCOUNT OFF COMBINED RATES

Gannett Michigan Coordinator, Bo Boettcher,
120 E. Lenawee St., Lansing, Michigan,
(517)377-1140 or Contact GANNETT MEDIA SALES.

Gannett Michigan

*Optional Buy Lansing, Battle Creek, Port Huron available at 15% discount

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• Muskegon	380,842	17,979	28.4	27.1	11.5	6.4	.0155
SUBURBAN TOTAL	1,288,240	25,751	22.4	30.7	19.4	12.2	.0431
SAGINAW - BAY CITY - MIDLAND	**4,498,194**	**25,156**	**20.1**	**30.1**	**18.5**	**11.7**	**.1691**
Bay	1,171,431	23,290	21.3	31.2	17.1	8.4	.0430
• Bay City	382,136	18,933	23.3	28.3	13.5	6.0	.0160
Midland	1,023,099	31,505	16.9	26.7	21.5	21.4	.0324
• Midland	596,092	34,255	15.7	23.4	21.9	26.8	.0205
Saginaw	2,303,664	24,376	20.6	30.8	18.3	10.1	.0937
• Saginaw	666,185	18,091	23.6	27.3	12.5	6.1	.0242
SUBURBAN TOTAL	2,853,781	27,053	19.2	32.4	20.8	12.0	.1064
OTHER COUNTIES							
Alcona	94,585	16,562	33.6	25.2	10.0	5.3	.0031
Alger	74,439	19,037	26.7	32.7	11.2	3.7	.0027
Allegan	977,877	26,335	22.2	30.4	20.1	12.6	.0302
Alpena	292,402	20,257	25.5	30.8	14.2	5.7	.0113
Antrim	141,339	16,681	32.2	27.9	8.8	3.9	.0048
Arenac	120,672	15,537	32.0	25.9	8.8	3.5	.0050
Baraga	63,439	15,179	29.3	26.8	9.4	2.1	.0024
Barry	516,356	25,254	22.9	32.3	18.3	10.5	.0157
Benzie	122,799	21,360	27.8	30.2	14.1	9.2	.0042
Branch	405,614	21,872	27.1	31.4	15.4	7.7	.0141
Cass	525,496	23,284	24.9	31.1	17.0	9.6	.0157
Charlevoix	170,005	16,136	30.8	26.5	9.9	3.5	.0067
Cheboygan	175,625	16,658	32.1	27.7	9.6	3.3	.0075
Chippewa	213,919	15,431	30.8	26.0	8.6	3.2	.0094
Clare	227,034	15,677	33.6	23.4	10.0	5.6	.0087
Crawford	106,682	20,012	31.8	24.0	14.8	11.2	.0036
Delta	398,438	22,809	23.6	29.0	16.9	9.7	.0146
Dickinson	229,545	17,398	27.5	29.0	10.5	3.9	.0094
Emmet	227,151	18,780	28.0	28.2	12.2	6.6	.0097
Gladwin	209,346	18,115	29.8	24.8	14.1	6.9	.0070
Gogebic	147,106	14,615	35.2	24.2	7.0	2.5	.0063
Grand Traverse	618,160	21,935	26.5	30.2	15.7	8.9	.0266
Gratiot	452,035	25,175	22.7	27.8	18.8	13.8	.0157
Hillsdale	357,994	18,825	29.3	30.4	11.1	5.5	.0132
Houghton	303,865	15,822	32.0	25.9	8.3	4.4	.0117
Huron	325,410	18,483	29.8	28.4	11.6	5.9	.0128
Ionia	538,542	25,727	22.1	29.9	19.5	12.2	.0185
Iosco	265,763	16,473	35.6	26.2	9.8	4.5	.0102
Iron	112,548	14,393	30.1	24.7	8.5	2.6	.0041
Isabella	607,841	24,113	25.0	28.5	15.5	15.4	.0206
Kalkaska	100,657	16,284	31.6	28.1	8.6	3.3	.0039
Keweenaw	11,041	11,367	33.3	17.7	4.1	1.0	.0004
Lake	55,584	11,235	31.5	17.3	4.9	1.6	.0021
Leelanau	139,172	18,922	30.4	30.5	11.1	5.6	.0047
Lenawee	929,758	24,217	24.0	32.0	18.9	9.1	.0323
Luce	51,212	18,141	31.9	27.7	12.7	4.1	.0022
Mackinac	75,571	15,783	33.8	28.1	7.4	2.2	.0034
Manistee	205,486	16,920	28.9	28.9	9.0	4.2	.0076
Marquette	730,677	22,544	25.8	31.2	16.4	7.4	.0256
Mason	258,140	19,294	28.2	30.6	12.4	5.2	.0091
Mecosta	295,780	16,314	32.3	25.1	10.4	4.4	.0124
Menominee	190,583	16,036	33.0	28.0	7.2	2.1	.0070
Missaukee	76,156	15,480	35.3	26.2	7.4	2.5	.0029
Montcalm	506,974	22,195	25.2	29.7	16.1	9.4	.0184
Montmorency	64,763	14,940	34.1	23.3	7.6	4.3	.0023
Newaygo	346,205	19,602	27.5	28.7	13.9	6.5	.0116
Oceana	220,144	20,855	26.5	29.8	14.1	8.2	.0073
Ogemaw	125,799	12,675	31.7	21.0	6.4	2.7	.0059
Ontonagon	72,105	15,604	30.0	28.3	7.9	2.3	.0029
Osceola	203,103	21,269	27.2	29.4	14.8	9.1	.0072
Oscoda	49,113	12,776	34.5	22.1	4.1	2.1	.0023
Otsego	161,244	21,805	29.4	31.4	14.6	9.2	.0065
Presque Isle	102,570	14,159	27.2	25.6	6.3	3.8	.0039
Roscommon	146,341	13,375	36.0	19.4	7.6	2.4	.0064
St. Joseph	647,756	23,914	25.9	31.0	17.3	11.2	.0221
Sanilac	358,188	18,213	31.0	28.4	11.5	5.2	.0127
Schoolcraft	75,356	18,733	29.7	27.8	13.6	5.5	.0029
Shiawassee	762,538	27,120	20.7	31.5	20.4	12.2	.0250
Tuscola	560,275	23,985	24.0	30.4	18.7	9.3	.0189
Van Buren	623,984	19,351	27.4	29.2	13.7	5.5	.0220
Wexford	229,716	16,810	32.9	26.4	9.7	4.8	.0096
TOTAL METRO COUNTIES	**89,549,598**	**26,776**	**19.7**	**28.3**	**19.5**	**15.3**	**3.1651**
TOTAL STATE	**106,947,636**	**25,329**	**21.3**	**28.3**	**18.4**	**13.8**	**3.7921**

MINNESOTA

MINN.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
DULUTH	**258.3**	**.1072**	**32.3**	**12.5**	**16.7**	**16.5**	**29.1**	**97.9**	**1,485,746**	**313,168**	**135,877**	**211,199**	**52,452**	**239,008**	**43,555**
St. Louis	214.9	.0892	32.3	12.6	16.8	16.6	28.9	81.2	1,280,303	274,275	105,055	190,527	47,709	209,613	37,840
• Duluth	87.4	.0363	32.5	15.1	16.6	15.2	30.6	34.3	650,167	121,586	58,021	127,817	30,119	89,420	20,445
Douglas, Wisc.	*43.4*	*.0180*	*32.4*	*12.2*	*16.6*	*16.2*	*29.6*	*16.7*	*205,443*	*38,893*	*30,822*	*20,672*	*4,743*	*29,395*	*5,715*
• *Superior*	*28.1*	*.0117*	*32.4*	*14.1*	*16.6*	*14.8*	*30.9*	*11.4*	*180,147*	*34,625*	*23,870*	*19,389*	*4,341*	*28,861*	*5,673*
SUBURBAN TOTAL	142.8	.0592	32.2	10.6	16.9	17.6	27.8	52.2	655,432	156,957	53,986	63,993	17,992	120,727	17,437
FARGO - MOORHEAD	**148.2**	**.0616**	**28.6**	**18.8**	**19.1**	**16.1**	**21.7**	**54.2**	**1,039,549**	**156,306**	**89,024**	**126,069**	**42,351**	**294,905**	**21,128**
Clay	49.4	.0206	27.6	21.7	15.5	15.8	22.7	17.1	261,455	68,650	25,793	11,709	15,621	47,240	8,427
• Moorhead	29.5	.0122	25.1	29.5	15.1	13.8	21.4	10.1	204,020	59,885	20,417	9,031	13,582	36,685	7,601
Cass, N. D.	*98.8*	*.0410*	*29.0*	*17.4*	*20.8*	*16.2*	*21.2*	*37.1*	*778,094*	*87,656*	*63,231*	*114,360*	*26,730*	*247,665*	*12,701*
• *Fargo*	*68.0*	*.0282*	*28.7*	*20.6*	*20.9*	*15.2*	*21.8*	*26.6*	*706,374*	*75,226*	*56,467*	*113,445*	*25,781*	*232,112*	*11,682*
SUBURBAN TOTAL	50.7	.0212	30.0	10.2	19.0	18.5	22.0	17.5	129,155	21,195	12,140	3,593	2,988	26,108	1,845
MINNEAPOLIS - ST. PAUL	**2,254.5**	**.9360**	**30.6**	**12.4**	**19.7**	**19.3**	**22.1**	**843.6**	**16,197,101**	**2,842,367**	**1,380,214**	**2,402,664**	**696,559**	**3,927,974**	**295,895**
Anoka	217.3	.0902	27.9	11.3	20.3	22.1	13.5	70.4	1,044,948	168,481	83,965	210,005	25,436	246,129	23,137
Carver	41.1	.0170	29.3	12.2	18.2	19.5	20.2	13.8	135,338	30,750	11,246	2,720	3,326	33,936	3,581
Chisago	29.8	.0123	31.2	9.2	16.0	19.4	24.5	9.8	115,809	28,139	6,107	1,069	2,051	37,656	2,626
Dakota	224.0	.0930	28.9	10.9	20.0	21.7	16.0	77.2	1,338,970	233,399	97,465	220,764	52,028	306,257	32,703
Hennepin	961.3	.3992	31.9	13.0	20.8	18.6	24.8	389.3	8,255,326	1,403,166	724,240	1,231,101	440,925	2,050,210	198,408
• Bloomington	86.0	.0357	31.9	12.5	17.8	24.3	20.2	31.6	902,894	87,533	100,491	125,884	33,046	303,194	16,564
Brooklyn Park	51.0	.0212	26.8	14.8	25.6	19.5	9.5	18.7	154,015	30,202	17,104		7,000	35,233	4,842
Edina	47.0	.0195	40.3	8.2	12.4	22.7	35.6	19.1	795,752	126,045	23,484	209,658	110,506	105,581	4,312
• Minneapolis	363.5	.1509	31.9	15.5	23.3	14.0	28.8	166.8	2,460,684	439,672	301,586	367,983	136,953	370,338	96,107
St. Louis Park	42.7	.0177	34.4	12.1	20.6	17.5	31.2	18.4	413,923	106,856	39,763	68,196	22,035	61,089	13,179
Isanti	26.5	.0110	30.2	9.5	17.3	20.1	21.6	8.8	71,462	16,457	4,272	3,692	2,314	17,997	3,518
Ramsey	462.6	.1921	31.2	14.0	18.9	17.1	25.7	179.8	4,006,395	630,599	339,822	680,141	150,060	953,971	93,766
• St. Paul	269.3	.1118	31.8	14.4	19.3	14.4	29.4	111.3	2,118,923	366,391	207,841	402,274	64,280	358,426	55,396
Scott	50.5	.0210	28.7	10.6	18.5	20.7	17.6	16.1	216,140	42,897	20,263	9,959	2,106	60,758	4,715
Washington	128.0	.0531	29.2	9.9	19.4	22.9	15.8	41.4	557,100	190,380	54,098	24,315	10,282	92,303	18,103

MINN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Wright	66.5	.0276	29.1	10.0	17.2	18.5	21.3	21.1	269,563	66,595	20,440	2,140	4,496	77,229	9,335
St. Croix, Wisc.	*46.9*	*.0195*	*30.0*	*11.0*	*17.7*	*18.9*	*22.3*	*15.9*	*186,050*	*31,504*	*18,296*	*16,758*	*3,535*	*51,528*	*6,003*
SUBURBAN TOTAL	1,535.7	.6376	30.0	11.3	19.1	21.1	19.3	533.9	10,714,600	1,948,771	770,296	1,506,523	462,280	2,896,016	227,828
ROCHESTER	**96.6**	**.0401**	**30.3**	**12.7**	**19.1**	**20.1**	**20.9**	**35.6**	**806,536**	**141,289**	**57,977**	**129,595**	**31,549**	**203,279**	**25,702**
Olmsted	96.6	.0401	30.3	12.7	19.1	20.1	20.9	35.6	806,536	141,289	57,977	129,595	31,549	203,279	25,702
• Rochester	58.0	.0241	30.6	14.3	20.3	18.6	22.5	22.8	686,246	127,257	53,095	125,181	30,285	156,175	22,656
SUBURBAN TOTAL	38.6	.0160	29.8	10.2	17.3	22.5	18.5	12.8	120,290	14,032	4,882	4,414	1,264	47,104	3,046
ST. CLOUD	**177.2**	**.0736**	**27.2**	**16.4**	**16.7**	**16.1**	**21.0**	**55.6**	**1,397,609**	**185,778**	**74,132**	**115,512**	**32,774**	**230,620**	**24,734**
Benton	27.4	.0114	28.6	12.7	18.5	15.7	22.5	9.3	90,768	24,879	10,165	2,683	2,227	11,375	1,512
Sherburne	35.3	.0146	28.0	12.0	19.1	18.7	17.9	10.8	107,022	26,485	6,957	4,132	1,144	37,633	1,215
Stearns	114.5	.0476	26.6	18.6	15.5	15.5	21.4	35.5	1,199,819	134,414	57,010	108,697	29,403	181,612	22,027
• St. Cloud	42.6	.0177	26.3	27.2	16.5	12.9	22.7	14.5	961,858	81,040	38,666	91,924	16,497	128,533	11,861
SUBURBAN TOTAL	134.6	.0559	27.5	13.0	16.7	17.2	20.3	41.1	435,751	104,738	35,466	23,588	16,277	102,087	12,893
OTHER COUNTIES															
Aitkin	14.0	.0058	38.2	7.7	13.0	16.4	37.5	5.3	60,893	15,056	7,312	3,359	1,082	14,033	2,616
Becker	30.8	.0128	32.4	9.7	14.9	16.9	29.3	10.9	125,413	28,201	8,578	8,223	5,222	29,020	4,054
Beltrami	33.5	.0139	28.4	17.1	16.1	16.3	23.1	11.3	236,369	46,926	19,225	18,863	8,624	56,612	5,126
Big Stone	7.7	.0032	38.5	8.4	12.7	16.2	37.6	2.9	35,568	7,499	2,132	558	196	5,545	1,154
Blue Earth	52.3	.0217	28.6	20.6	16.9	14.7	24.5	18.5	400,267	75,602	30,182	45,745	19,491	97,987	16,238
Brown	28.1	.0116	33.0	11.9	14.3	16.1	31.0	10.1	167,049	40,134	13,873	14,231	7,189	38,077	5,319
Carlton	30.4	.0127	32.7	9.3	15.8	18.3	28.0	10.5	147,301	44,902	8,513	7,817	2,947	28,516	5,185
Cass	22.9	.0095	37.8	7.1	12.8	17.2	36.3	8.3	94,482	27,801	6,603	1,417	534	18,359	1,665
Chippewa	14.5	.0061	35.3	9.0	14.6	16.0	34.3	5.6	75,198	13,968	6,242	6,543	3,468	15,984	2,905
Clearwater	9.1	.0037	34.7	8.6	12.5	17.5	32.1	3.1	30,921	7,552	1,408	3,822	959	4,653	812
Cook	4.2	.0018	35.4	8.4	17.4	19.5	31.0	1.8	28,057	6,837	2,183	3,090	345	2,141	509
Cottonwood	14.2	.0059	35.8	8.4	14.1	16.4	34.5	5.3	85,354	16,874	4,587	5,747	4,553	22,922	2,837
Crow Wing	45.0	.0187	34.4	9.2	14.7	17.5	31.7	16.9	307,279	66,569	26,658	36,569	13,197	69,926	6,140
Dodge	15.7	.0065	31.3	9.5	16.5	17.9	26.0	5.4	36,694	11,202	3,061	2,517	325	6,532	1,146
Douglas	30.1	.0125	33.5	11.7	14.2	16.6	31.2	11.2	172,282	40,696	11,915	8,598	10,830	30,413	4,795
Faribault	19.0	.0079	36.6	9.1	13.5	16.6	35.4	7.4	99,155	18,769	5,479	1,614	2,248	24,979	3,530
Fillmore	21.4	.0089	36.2	8.4	13.6	16.6	34.8	7.9	129,119	35,742	4,751	1,425	2,951	40,720	2,608
Freeborn	35.1	.0145	34.5	9.7	14.9	17.8	31.4	13.5	240,809	47,404	15,846	19,454	10.392	72,365	9,065
Goodhue	40.3	.0168	33.6	9.4	15.4	17.7	30.1	14.5	250,941	68,001	19,312	9,045	7,494	65,179	9,007
Grant	7.3	.0030	39.2	7.7	12.7	16.1	38.8	2.7	23,955	3,330	1,428	573	519	10,710	1,093
Houston	19.1	.0079	32.8	9.7	15.6	16.9	29.7	6.3	57,141	22,137	4,211	916	757	7,122	1,162

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MINN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Hubbard	15.4	.0064	35.3	8.0	13.9	18.1	32.3	5.6	60,587	11,869	3,156	4,631	1,279	12,932	2,063
Itasca	45.3	.0188	32.0	9.5	16.4	17.7	27.5	16.4	192,636	43,814	12,338	10,079	2,656	46,432	7,156
Jackson	13.0	.0054	34.4	11.1	14.1	16.0	33.1	4.8	55,259	7,505	4,850	1,330	1,801	18,669	1,755
Kanabec	13.2	.0055	33.0	9.1	14.0	18.4	28.8	4.8	49,003	14,262	4,448	845	1,141	10,397	1,565
Kandiyohi	38.7	.0160	31.8	12.8	16.3	16.3	28.5	13.9	237,544	43,052	15,863	25,487	12,630	63,041	5,529
Kittson	6.4	.0027	36.9	8.2	14.5	16.3	35.9	2.4	27,207	7,904	1,310	233	567	4,681	532
Koochiching	17.3	.0072	32.0	9.9	16.2	18.2	26.9	6.2	96,703	21,595	8,582	10,891	1,454	16,645	4,072
Lac qui Parle	10.2	.0042	37.7	8.8	13.1	15.7	37.3	3.8	38,535	7,867	2,681	1,292	1,854	7,468	1,090
Lake	12.4	.0052	33.1	9.9	16.1	20.3	26.6	4.4	59,646	8,723	3,624	986	244	26,678	1,076
Lake of the Woods	4.0	.0016	36.9	8.3	13.0	19.1	33.5	1.5	21,217	4,722	1,740	1,184	110	1,731	588
Le Sueur	24.1	.0100	32.5	9.6	14.7	17.5	28.7	8.6	87,579	16,159	11,153	2,196	3,169	19,517	4,061
Lincoln	8.0	.0034	37.5	7.8	12.0	16.5	36.4	2.9	17,826	4,013	895	262	719	4,726	805
Lyon	25.6	.0106	30.7	14.4	15.0	15.9	27.7	9.0	142,061	31,870	9,993	14,649	4,758	30,786	3,214
McLeod	30.7	.0127	32.5	9.9	16.2	17.6	28.3	11.1	195,565	39,765	14,049	19,125	6,437	52,110	4,538
Mahnomen	5.2	.0022	32.8	8.3	11.7	16.3	31.2	1.7	17,943	5,972	1,271	1,364	276	2,548	993
Marshall	12.7	.0053	33.4	8.3	14.3	16.6	31.1	4.5	24,889	4,918	2,385	427	410	9,776	706
Martin	24.7	.0102	34.7	9.9	15.2	16.5	33.0	9.6	141,406	28,319	10,412	15,543	7,956	36,286	5,047
Meeker	21.4	.0089	33.7	8.9	14.7	16.4	31.7	7.7	96,215	16,942	9,129	5,077	3,007	24,709	2,290
Mille Lacs	19.5	.0081	33.7	9.1	14.0	17.1	31.1	7.1	87,913	27,996	4,403	4,374	4,213	8,368	1,983
Morrison	30.7	.0128	31.2	9.4	13.9	16.2	28.5	10.2	134,257	33,558	9,489	2,709	3,415	23,270	6,028
Mower	38.8	.0161	35.9	9.6	13.8	16.6	34.5	15.0	233,994	42,446	20,118	18,293	9,400	55,362	9,584
Murray	11.1	.0046	34.3	8.6	14.0	15.7	33.2	4.0	49,704	7,222	2,713	2,972	1,580	10,164	6,862
Nicollet	28.1	.0116	28.7	17.1	17.4	16.9	22.2	9.4	90,828	22,228	11,085	856	2,395	28,377	1,833
Nobles	21.2	.0088	33.9	10.6	14.0	16.9	31.5	7.8	161,567	31,358	11,916	7,494	10,827	38,204	6,619
Norman	8.9	.0037	38.3	7.5	12.5	16.1	37.6	3.3	23,373	5,938	1,194	177	292	7,863	1,032
Otter Tail	54.1	.0225	36.3	9.1	13.8	17.1	34.5	19.7	257,220	49,619	18,221	21,662	11,087	69,186	8,969
Pennington	15.3	.0064	31.4	12.4	16.0	16.7	27.6	5.7	90,678	17,646	5,777	7,994	2,660	22,243	3,108
Pine	21.4	.0088	33.6	9.2	14.5	17.6	30.3	7.4	93,600	14,063	13,471	2,789	1,307	23,283	2,132
Pipestone	10.9	.0046	35.6	10.2	12.8	15.7	35.1	4.2	60,701	13,706	3,812	2,639	3,155	12,053	2,368
Polk	34.4	.0143	32.8	11.5	14.6	16.1	30.7	12.5	174,071	46,676	18,291	3,580	5,233	38,620	5,874
Pope	12.0	.0049	37.2	8.5	13.2	15.8	36.7	4.6	44,634	10,288	4,678	748	525	11,909	2,116
Red Lake	5.3	.0022	32.2	9.9	12.9	16.5	29.9	1.8	14,609	2,583	952	659	701	6,233	223
Redwood	18.5	.0077	35.0	9.0	13.7	16.1	33.9	6.7	80,934	16,688	6,324	3,574	5,305	20,956	2,176
Renville	19.9	.0083	35.0	9.4	13.6	15.8	34.3	7.4	78,830	16,903	4,287	1,282	1,655	23,083	2,075
Rice	47.9	.0199	29.2	16.9	15.3	17.4	23.7	15.7	240,312	55,162	23,335	13,774	9,271	52,487	8,810
Rock	10.5	.0043	34.1	9.4	14.1	15.9	32.8	3.8	64,862	14,192	3,877	2,840	1,489	24,349	1,327
Roseau	13.1	.0055	32.7	9.7	14.5	16.8	29.8	4.6	59,070	14,374	2,363	2,017	3,043	21,149	2,240
Sibley	15.2	.0063	34.8	9.3	13.3	17.5	32.3	5.5	46,605	12,648	3,125	2,093	1,528	13,033	1,104
Steele	30.9	.0128	31.3	11.7	16.8	17.2	26.5	10.9	187,029	30,791	12,638	12,315	11,098	52,396	6,880
Stevens	10.9	.0045	30.0	18.2	13.6	14.7	28.5	3.7	62,216	12,909	5,626	2,911	2,709	20,353	4,489
Swift	12.7	.0053	35.1	9.0	13.2	15.3	34.8	4.7	58,360	12,647	3,518	3,072	515	7,821	3,064
Todd	26.3	.0109	33.0	8.9	13.6	16.6	30.7	9.3	80,550	19,990	4,101	3,098	1,162	21,918	3,016
Traverse	5.2	.0022	39.9	7.8	11.2	16.9	38.5	1.8	24,816	5,184	1,034	919	613	8,791	1,258
Wabasha	20.0	.0083	32.8	9.4	15.7	16.5	30.1	7.3	80,202	14,070	5,048	1,500	2,146	34,977	3,493
Wadena	14.4	.0060	34.1	9.3	12.8	16.9	31.9	5.0	72,990	19,407	3,794	4,951	2,279	11,190	3,025
Waseca	19.0	.0079	31.1	12.1	16.3	15.5	28.2	6.8	67,975	21,098	4,127	3,769	3,663	11,839	3,481
Watonwan	11.9	.0049	36.1	9.5	14.0	17.0	34.3	4.7	51,124	10,982	3,199	3,285	1,493	19,879	1,130
Wilkin	8.2	.0034	33.3	10.5	13.9	16.5	31.2	2.8	39,868	8,663	4,997	433	1,199	9,724	1,872
Winona	46.3	.0193	30.0	17.9	15.5	15.6	26.6	16.0	257,940	62,844	24,587	24,398	8,884	53,545	6,691
Yellow Medicine	13.0	.0054	35.9	11.0	12.6	16.0	35.1	4.7	47,341	12,048	3,395	1,013	2,496	6,945	2,848
TOTAL METRO COUNTIES	**2,745.7**	**1.1400**	**30.5**	**12.9**	**19.2**	**18.9**	**22.5**	**1,017.2**	**19,756,954**	**3,480,855**	**1,624,875**	**2,833,249**	**820,677**	**4,567,198**	**486,615**
TOTAL STATE	**4,224.3**	**1.7540**	**31.3**	**12.2**	**17.7**	**18.1**	**25.3**	**1,549.6**	**27,241,195**	**5,131,255**	**2,191,748**	**3,313,166**	**1,091,806**	**6,387,695**	**738,271**

MINN.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
DULUTH	**2,772,772**	**22,815**	**22.8**	**30.8**	**17.0**	**7.8**	**.1028**
St. Louis	2,313,438	23,137	22.3	31.2	17.2	7.7	.0866
• Duluth	948,258	20,344	25.7	28.2	14.7	7.9	.0382
Douglas, Wisc.	*459,334*	*21,489*	*25.3*	*29.5*	*15.8*	*8.0*	*.0162*
• *Superior*	*312,383*	*20,657*	*25.8*	*27.3*	*15.5*	*8.6*	*.0118*
SUBURBAN TOTAL	1,512,131	25,141	20.2	33.4	18.8	7.6	.0528
FARGO - MOORHEAD	**1,793,397**	**24,883**	**23.0**	**29.1**	**18.4**	**12.7**	**.0666**
Clay	491,082	21,675	25.9	30.8	15.1	8.1	.0185
• Moorhead	298,081	21,436	26.2	29.9	15.1	8.5	.0122
Cass, N. D.	*1,302,315*	*26,708*	*21.6*	*28.3*	*19.8*	*14.9*	*.0481*
• *Fargo*	*928,872*	*25,881*	*22.5*	*27.3*	*19.4*	*14.5*	*.0374*
SUBURBAN TOTAL	566,444	25,736	21.8	31.3	18.7	12.5	.0170
MINNEAPOLIS - ST. PAUL	**31,738,802**	**30,184**	**18.7**	**27.6**	**21.7**	**19.3**	**1.1019**
Anoka	2,686,666	33,187	13.9	32.9	29.0	16.4	.0885
Carver	520,752	30,072	17.7	29.1	22.8	18.2	.0156
Chisago	282,043	24,190	22.2	34.2	17.9	6.9	.0100
Dakota	3,166,031	34,522	15.4	27.5	25.6	23.4	.1039

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Hennepin	14,675,648	29,204	19.7	26.4	20.0	19.9	.5193
• Bloomington	1,429,331	37,795	12.4	26.8	25.0	30.0	.0521
Brooklyn Park	692,742	32,627	15.6	31.0	28.7	15.9	.0199
Edina	1,051,856	42,316	13.8	21.1	17.7	40.7	.0398
• Minneapolis	4,941,116	21,184	25.4	26.5	14.9	11.3	.1713
St. Louis Park	724,426	30,974	19.8	27.9	23.7	20.9	.0254
Isanti	254,129	23,619	23.7	33.7	17.1	8.0	.0082
Ramsey	6,516,166	28,243	20.5	27.5	19.8	18.1	.2408
• St. Paul	3,580,521	23,909	23.7	27.8	16.8	13.6	.1319
Scott	564,906	29,338	19.2	31.8	23.2	14.1	.0190
Washington	1,906,172	39,118	11.3	23.2	28.0	30.6	.0566
Wright	636,634	24,753	22.5	34.3	18.2	8.9	.0226
St. Croix, Wisc.	*529,655*	*27,496*	*19.7*	*31.3*	*20.5*	*13.3*	*.0174*
SUBURBAN TOTAL	21,787,834	33,445	15.9	28.0	24.6	22.3	.7466
ROCHESTER	**1,264,113**	**20,724**	**20.4**	**29.2**	**21.8**	**16.0**	**.0480**
Olmsted	1,264,113	28,724	20.4	29.2	21.8	16.0	.0480
• Rochester	800,326	28,225	21.2	28.2	21.9	15.5	.0339

MINN. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SUBURBAN TOTAL	463,787	29,468	19.0	31.3	21.5	16.8	.0141
ST. CLOUD	1,667,541	22,090	24.6	32.3	16.1	9.2	.0747
Benton	373,777	23,432	23.5	31.6	17.2	9.2	.0092
Sherburne	346,762	26,744	19.8	35.1	20.6	10.5	.0115
Stearns	1,047,002	21,858	26.5	31.5	14.4	8.8	.0540
• St. Cloud	427,011	21,087	26.4	29.6	15.1	8.0	.0318
SUBURBAN TOTAL	1,240,530	23,795	24.0	33.3	16.4	9.6	.0429
OTHER COUNTIES							
Aitkin	89,239	12,468	33.9	21.1	5.1	1.0	.0040
Becker	231,734	15,532	33.1	25.5	7.3	4.3	.0093
Beltrami	285,576	17,690	28.6	26.0	11.6	6.6	.0130
Big Stone	71,335	18,443	29.1	29.2	9.5	7.2	.0026
Blue Earth	518,777	20,515	28.6	30.2	13.3	7.7	.0223
Brown	266,277	20,276	27.2	31.8	12.1	6.8	.0106
Carlton	311,826	24,454	22.0	31.3	18.3	10.0	.0113
Cass	168,297	14,725	33.7	23.8	7.4	3.2	.0069
Chippewa	141,675	18,914	29.0	28.8	11.7	6.6	.0054
Clearwater	55,395	12,600	30.5	22.0	6.1	1.8	.0024
Cook	41,263	17,245	29.2	26.1	12.3	4.2	.0016
Cottonwood	126,449	17,550	31.1	26.8	9.4	6.7	.0054
Crow Wing	407,518	17,960	28.7	28.0	11.1	5.8	.0176
Dodge	145,529	21,936	25.1	33.5	14.8	6.7	.0047
Douglas	256,157	17,048	30.2	28.0	9.3	4.6	.0108
Faribault	162,647	16,430	32.3	27.7	8.4	4.1	.0066
Fillmore	165,087	15,541	31.1	26.6	7.2	3.9	.0075
Freeborn	328,431	19,343	27.6	32.1	11.6	4.6	.0140
Goodhue	430,364	23,534	23.5	31.1	16.8	10.0	.0164
Grant	71,241	18,972	29.3	28.3	11.1	8.3	.0025
Houston	161,812	20,057	27.8	30.7	13.1	6.4	.0057
Hubbard	123,887	15,984	32.6	25.8	8.5	4.6	.0048
Itasca	414,687	20,759	25.3	33.0	13.5	5.2	.0153
Jackson	123,459	19,675	28.0	29.7	12.0	7.5	.0045
Kanabec	109,701	17,338	30.8	27.5	10.8	4.2	.0041
Kandiyohi	362,513	19,241	29.9	29.4	11.6	6.9	.0148
Kittson	57,841	18,108	29.2	28.0	11.0	6.0	.0021
Koochiching	156,977	20,920	23.9	31.9	15.0	8.1	.0064
Lac qui Parle	81,580	15,849	31.6	25.6	8.4	4.2	.0031
Lake	122,520	22,887	24.7	39.0	11.9	7.5	.0046
Lake of the Woods	27,110	13,902	35.8	28.3	3.7	1.7	.0012
Le Sueur	210,755	19,247	27.6	31.1	11.5	5.5	.0076
Lincoln	54,196	13,099	[illegible]	[illegible]	6.5	3.3	.0021

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Lyon	230,761	19,284	28.1	29.9	12.1	6.1	.0093
McLeod	291,652	21,336	26.3	33.3	14.1	6.0	.0119
Mahnomen	33,935	14,598	34.2	22.4	8.2	3.1	.0015
Marshall	90,190	15,172	32.6	24.8	7.8	3.3	.0031
Martin	290,284	22,748	26.0	30.7	15.1	11.1	.0103
Meeker	203,851	19,679	27.2	27.9	13.7	7.6	.0074
Mille Lacs	164,779	17,367	29.6	28.5	9.7	4.9	.0066
Morrison	222,561	14,130	29.7	26.4	8.7	4.5	.0094
Mower	387,489	19,865	26.1	28.3	14.3	7.1	.0151
Murray	89,299	16,953	32.3	27.2	8.5	5.0	.0037
Nicollet	307,149	25,044	23.1	30.6	18.2	11.9	.0097
Nobles	171,594	16,362	31.9	26.6	9.0	4.6	.0082
Norman	77,779	17,287	29.7	26.9	9.1	6.5	.0027
Otter Tail	448,536	16,527	30.3	26.9	9.1	4.7	.0180
Pennington	114,598	15,178	34.1	24.5	7.8	2.8	.0052
Pine	132,209	15,385	30.6	26.6	8.1	2.7	.0066
Pipestone	76,978	13,106	32.7	20.1	5.6	3.5	.0036
Polk	301,476	18,035	27.8	28.2	11.0	5.9	.0119
Pope	92,577	14,601	31.7	24.4	6.6	4.2	.0037
Red Lake	33,135	13,576	30.7	22.7	7.5	1.7	.0014
Redwood	157,249	17,101	30.6	27.1	9.7	5.2	.0061
Renville	178,481	18,977	29.0	31.4	10.4	5.3	.0066
Rice	454,715	21,938	23.9	31.6	15.9	7.3	.0171
Rock	79,945	15,813	32.7	28.3	6.3	3.9	.0037
Roseau	96,865	16,518	30.7	28.0	8.6	3.4	.0042
Sibley	136,441	19,085	29.0	30.2	11.6	5.6	.0046
Steele	314,316	23,067	24.6	34.4	15.6	7.9	.0122
Stevens	84,317	16,170	30.9	26.6	8.2	4.8	.0037
Swift	106,983	16,766	30.0	26.8	8.4	5.9	.0043
Todd	192,263	15,153	31.2	24.5	7.6	4.1	.0073
Traverse	45,649	18,187	30.8	27.3	9.9	7.8	.0018
Wabasha	191,036	20,139	26.5	30.3	12.8	7.2	.0068
Wadena	113,237	16,069	30.1	23.1	11.7	4.7	.0047
Waseca	195,562	22,494	24.5	30.8	16.6	8.9	.0066
Watonwan	104,120	17,462	30.6	29.6	8.3	4.6	.0040
Wilkin	81,289	22,615	26.7	31.7	14.5	9.7	.0029
Winona	476,945	22,080	25.6	30.1	15.0	9.8	.0181
Yellow Medicine	129,482	20,627	26.3	30.7	13.4	9.4	.0044
TOTAL METRO COUNTIES	36,945,221	28,960	19.5	28.2	21.0	17.6	1.3120
TOTAL STATE	50,146,883	24,812	22.5	28.5	17.7	13.6	1.8319

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S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILOXI - GULFPORT	198.7	.0825	29.3	14.1	16.8	17.9	22.6	70.5	1,047,357	296,907	123,247	158,944	41,219	265,948	42,075
Hancock	29.5	.0122	32.3	9.5	14.4	18.1	28.0	10.4	112,497	36,619	8,237	13,067	2,783	25,507	3,461
Harrison	169.2	.0703	28.9	14.9	17.2	17.9	21.6	60.1	934,860	170,288	115,010	143,877	38,436	240,391	38,614
• Biloxi	50.3	.0209	26.8	21.6	17.6	14.9	20.6	17.6	321,691	46,798	52,216	87,010	13,992	45,106	14,610
• Gulfport	41.2	.0171	32.7	12.2	16.4	17.5	28.7	16.4	429,967	74,981	47,437	34,297	21,863	150,484	17,531
SUBURBAN TOTAL	107.2	.0445	29.3	11.3	16.5	19.5	21.1	36.5	295,699	85,128	23,594	34,637	5,364	70,358	9,934
JACKSON	394.5	.1636	29.4	12.9	18.3	17.8	21.9	139.2	2,148,223	412,667	165,659	318,888	99,053	540,384	88,369
Hinds	267.7	.1111	29.3	14.0	18.4	17.0	22.5	97.1	1,802,025	312,980	142,142	287,299	78,350	480,762	72,440
• Jackson	215.4	.0894	29.5	13.9	19.2	16.6	22.8	79.8	1,663,008	270,938	134,420	265,619	78,954	461,327	63,861
Madison	47.7	.0198	28.0	12.1	17.4	15.6	22.3	15.5	125,985	36,067	7,834	7,767	4,774	32,380	3,068
Rankin	78.9	.0327	30.2	9.9	18.9	21.6	19.4	26.6	220,622	60,607	15,693	23,814	15,929	27,042	9,701
SUBURBAN TOTAL	178.9	.0742	29.2	11.8	17.5	19.1	20.8	59.4	485,224	141,719	31,239	53,261	20,099	89,057	21,348
PASCAGOULA	125.4	.0521	28.5	11.7	17.7	20.5	18.0	42.6	567,725	155,188	48,935	99,481	18,287	110,567	19,608
Jackson	125.4	.0521	28.5	11.7	17.7	20.5	18.0	42.6	567,725	155,188	48,935	99,481	18,287	110,567	19,608
• Pascagoula	30.5	.0127	29.0	14.3	18.2	19.1	19.9	11.1	288,365	63,600	24,343	34,591	11,647	86,296	8,922
SUBURBAN TOTAL	94.9	.0394	28.3	10.9	17.5	20.9	17.4	31.5	279,360	91,585	24,592	64,890	6,640	24,271	10,686
OTHER COUNTIES															
Adams	38.7	.0161	31.1	11.1	13.3	17.5	26.3	13.6	301,834	51,728	18,451	49,640	11,524	93,117	11,991
Alcorn	34.4	.0142	32.9	9.6	16.2	19.8	26.8	13.1	170,402	38,189	13,687	18,806	5,347	37,543	7,349
Amite	13.5	.0056	33.2	9.8	12.8	13.8	30.6	4.6	28,514	9,313	1,435	1,541	840	7,156	848
Attala	19.7	.0082	34.6	9.8	13.8	16.6	32.9	7.0	67,705	14,164	3,413	10,702	4,939	11,999	3,836
Benton	8.6	.0036	31.0	10.8	12.8	16.0	28.9	2.7	7,761	3,648	639	206	471	1,161	198
Bolivar	45.3	.0188	26.2	12.9	14.8	13.3	24.3	14.3	161,850	38,530	7,908	19,209	7,922	36,634	7,117
Calhoun	15.5	.0064	33.2	10.2	14.1	17.1	30.4	5.6	39,143	11,430	1,631	3,992	1,830	7,830	1,179
Carroll	9.9	.0041	32.6	9.9	13.3	17.0	29.9	3.3	12,909	2,381	221		467	605	284

MISS. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Chickasaw	18.3	.0076	31.0	10.3	15.1	17.2	26.8	6.2	78,169	19,324	2,326	7,455	11,438	19,154	3,396
Choctaw	9.2	.0039	32.3	9.6	14.0	17.1	29.0	3.1	16,780	5,425	592	1,326	755	3,676	1,032
Claiborne	12.9	.0053	25.6	20.8	13.3	13.2	24.2	3.8	22,962	8,600	1,000	1,379	840	2,038	1,155
Clarke	17.7	.0074	32.2	9.8	14.7	17.0	28.9	6.3	55,801	17,020	1,202	5,076	3,161	8,698	2,250
Clay	22.1	.0092	29.2	12.3	15.6	16.0	25.0	7.3	70,168	23,354	3,350	10,427	2,766	14,534	3,030
Coahoma	36.0	.0149	28.3	10.9	13.3	14.5	26.5	12.0	177,320	51,702	9,113	17,180	6,454	40,674	5,547
Copiah	27.3	.0113	30.5	12.6	13.7	15.7	28.2	9.1	75,423	19,590	2,867	6,935	3,084	20,703	4,497
Covington	16.7	.0070	31.5	10.2	13.4	17.7	27.6	5.7	45,134	10,319	973	2,813	1,332	12,285	2,350
☐ De Soto	60.9	.0253	29.4	9.5	17.1	22.6	17.8	19.9	174,116	60,175	9,770	14,661	3,093	36,723	5,223
Forrest	70.4	.0292	28.8	17.7	16.3	15.7	24.2	23.7	543,652	108,565	47,432	87,437	32,291	124,426	19,372
Hattiesburg	42.6	.0177	27.6	22.5	16.2	13.3	24.7	15.9	458,578	71,714	43,697	66,544	30,057	115,712	15,095
Franklin	8.5	.0035	33.5	10.0	13.5	16.5	31.4	3.1	12,396	3,148	191	538	832	3,342	1,385
George	16.5	.0069	29.8	9.8	15.2	18.8	23.3	5.4	51,388	18,257	2,953	7,683	789	11,497	1,539
Greene	10.4	.0043	30.0	10.2	14.7	17.7	24.9	3.3	10,768	2,932	334	336	774	2,704	1,190
Grenada	21.6	.0090	31.0	10.6	15.1	17.0	27.8	7.6	148,988	24,453	7,585	17,912	3,345	63,398	3,460
Holmes	23.3	.0097	28.4	11.6	11.7	13.1	29.2	7.5	77,138	36,694	1,707	3,262	1,410	12,817	3,381
Humphreys	13.8	.0057	27.2	11.0	12.0	14.2	26.4	4.5	47,184	16,267	1,967	2,662	3,109	8,832	1,606
Issaquena	2.4	.0010	27.1	12.1	13.6	16.6	22.7	.8	794	794					
Itawamba	21.5	.0089	33.8	10.5	14.9	19.3	28.8	7.8	49,486	12,457	2,110	7,106	1,613	14,779	1,627
Jasper	17.8	.0074	31.1	10.3	14.3	16.4	28.0	6.1	40,468	10,230	1,738	2,387	1,008	12,467	1,934
Jefferson	9.5	.0039	28.0	11.8	13.6	14.4	26.0	3.0	10,689	3,084	262	746	164	2,315	809
Jefferson Davis	14.3	.0060	30.1	9.7	14.2	15.7	27.4	4.6	30,277	9,581	1,196	3,681	399	6,356	484
Jones	63.3	.0263	32.4	11.2	15.8	18.1	27.8	22.9	353,077	69,090	23,581	51,030	23,979	86,133	16,912
Kemper	10.3	.0042	31.2	10.3	13.9	14.9	29.8	3.5	17,983	5,736	640	1,231	487	2,401	504
Lafayette	30.8	.0128	28.2	21.3	16.1	16.5	22.6	11.6	108,956	26,796	8,672	11,328	4,028	21,225	3,804
Lamar	27.1	.0113	29.2	11.9	17.4	19.1	20.7	9.2	47,677	16,896	1,141	7,947	321	8,625	2,726
Lauderdale	81.3	.0337	31.2	12.2	16.1	17.0	26.9	29.8	478,664	89,115	37,722	72,885	22,585	118,857	23,491
Meridian	48.4	.0201	33.2	10.3	15.7	16.2	31.0	19.0	436,816	80,017	32,749	71,387	21,435	115,967	22,820
Lawrence	12.9	.0054	30.8	10.7	14.1	17.9	26.3	4.4	34,795	9,677	1,097	652	1,731	11,698	2,463
Leake	19.3	.0080	33.5	9.6	13.7	16.8	31.2	6.9	60,582	13,185	2,120	12,590	2,202	13,969	3,312
Lee	62.6	.0260	31.4	10.5	17.0	19.7	24.2	23.0	506,709	88,588	25,356	76,712	20,051	134,985	15,563
Leflore	41.3	.0172	27.5	14.7	13.6	14.3	25.5	13.4	199,892	47,537	17,638	26,709	12,433	42,368	6,670
Lincoln	31.5	.0130	31.6	10.0	15.3	16.8	28.0	11.1	163,583	34,613	7,152	21,822	5,369	41,034	10,412
Lowndes	60.4	.0251	28.3	14.2	17.5	17.5	20.8	20.9	363,008	89,368	22,772	44,426	21,158	67,790	12,106
Marion	26.7	.0111	31.2	10.4	14.6	16.6	27.9	9.2	107,222	36,715	5,176	12,633	4,168	17,871	4,872
Marshall	32.4	.0135	28.1	12.5	14.0	16.8	23.5	9.9	61,085	17,664	2,770	9,153	1,080	11,534	2,182
Monroe	36.7	.0152	31.6	9.9	15.1	17.8	27.1	12.8	119,322	30,875	5,268	16,385	4,603	31,861	6,260
Montgomery	13.2	.0055	34.7	9.4	12.5	16.4	33.1	4.5	41,121	13,132	1,380	7,572	1,512	6,834	1,873
Neshoba	25.2	.0104	32.1	9.5	14.9	16.8	28.9	9.1	94,986	26,899	3,744	15,489	1,649	18,591	3,163
Newton	20.5	.0086	34.1	10.8	13.6	16.8	31.9	7.4	66,573	20,705	2,269	4,928	1,590	21,046	1,607
Noxubee	12.8	.0053	28.8	11.2	13.0	14.6	27.4	4.1	28,411	11,600	215	2,450	1,876	4,104	2,563
Oktibbeha	37.9	.0157	24.4	27.4	15.4	14.5	17.8	12.2	139,116	31,973	11,758	15,821	7,127	29,378	4,051
Panola	29.2	.0121	30.2	10.4	13.6	15.6	27.9	9.7	98,826	26,903	4,261	12,448	3,036	27,709	4,654
Pearl River	37.9	.0158	30.8	10.5	15.1	19.7	24.0	13.0	136,078	30,183	9,171	14,650	6,156	37,805	9,747
Perry	10.6	.0044	29.8	10.4	14.7	18.6	23.8	3.6	24,330	13,375	415	3,212	638	1,948	896
Pike	37.9	.0157	31.5	10.2	14.5	16.4	28.5	13.3	198,111	39,314	19,145	21,143	12,462	43,433	11,111
Pontotoc	22.6	.0094	33.0	9.8	15.4	17.6	29.2	8.1	54,451	21,256	2,552	7,374	1,958	5,757	1,872
Prentiss	25.5	.0106	32.8	10.9	14.9	18.5	28.2	9.1	68,123	20,009	3,798	6,894	1,942	19,732	3,109
Quitman	12.0	.0050	29.0	10.0	12.6	14.1	28.4	4.0	43,060	15,315	1,389	6,636	1,381	[illegible]	1,660
Scott	25.7	.0107	30.9	10.2	15.0	17.6	26.3	9.1	100,188	26,089	4,763	11,618	4,057	25,241	4,306
Sharkey	7.8	.0032	26.8	10.9	14.1	14.2	24.3	2.3	22,440	8,634	907	2,108	308	3,883	606
Simpson	24.9	.0104	31.5	9.8	15.2	17.3	27.4	8.4	79,434	21,489	4,158	10,393	1,793	31,677	4,493
Smith	15.8	.0065	32.2	9.8	14.8	17.9	27.9	5.4	34,874	10,586	583	1,351	371	10,934	848
Stone	10.2	.0043	29.7	14.7	14.7	17.1	25.1	3.3	35,608	7,916	2,108	1,330	496	9,938	1,730
Sunflower	36.8	.0153	27.8	13.0	16.0	14.2	24.2	10.7	102,103	27,792	3,049	14,042	2,099	34,932	4,883
Tallahatchie	16.4	.0068	29.2	10.1	12.5	15.0	27.7	5.4	34,018	10,925	1,146	3,923	1,164	7,337	2,632
Tate	20.9	.0086	28.9	14.5	14.2	17.2	24.1	6.6	103,725	30,673	8,106	10,909	1,039	35,378	,886
Tippah	19.9	.0083	33.2	10.3	14.1	17.8	29.6	7.1	75,434	20,963	2,522	9,993	3,127	18,735	2,340
Tishomingo	18.9	.0079	34.4	9.6	16.0	19.5	29.5	7.2	54,997	20,542	1,543	8,305	3,960	7,134	2,108
Tunica	9.2	.0038	25.8	10.4	12.6	12.2	26.3	3.0	29,788	5,487	1,663	4,845	847	7,393	1,820
Union	22.8	.0094	33.7	9.3	15.4	17.7	30.3	8.7	74,583	15,263	3,349	12,195	3,486	11,788	2,887
Walthall	14.2	.0059	31.2	9.7	13.4	16.7	28.3	4.8	30,546	5,798	1,343	3,634	879	9,749	1,255
Warren	53.6	.0223	30.1	10.7	16.8	17.5	24.3	19.0	255,577	67,071	22,730	37,637	8,863	54,537	11,467
Washington	72.0	.0299	28.1	10.7	15.2	15.4	24.1	23.6	347,539	71,788	19,795	65,994	17,298	79,573	10,869
Greenville	40.3	.0167	29.0	10.6	14.8	15.3	25.8	13.5	299,129	55,923	18,812	63,948	14,365	71,314	8,938
Wayne	20.7	.0086	29.2	11.4	15.5	17.5	23.5	6.8	63,288	18,422	2,762	3,399	4,608	18,543	2,970
Webster	10.1	.0042	36.1	9.7	12.7	17.7	33.7	3.6	25,509	6,609	872	2,128	1,183	7,306	1,288
Wilkinson	10.0	.0041	32.0	10.8	13.6	15.4	30.5	3.3	23,215	8,834	798	2,130	904	3,915	1,081
Winston	19.5	.0081	32.6	9.3	14.5	16.4	30.0	6.8	55,637	13,285	1,699	6,737	3,496	14,679	3,633
Yalobusha	13.7	.0057	33.4	10.2	13.7	15.2	32.5	5.0	60,405	33,131	2,433	4,516	2,255	5,898	1,346
Yazoo	27.2	.0113	30.7	10.3	13.4	15.6	28.7	9.3	99,361	30,350	4,093	9,323	3,609	19,528	4,443
TOTAL METRO COUNTIES	**779.3**	**.3236**	**29.2**	**12.8**	**17.8**	**18.6**	**21.1**	**272.2**	**3,937,436**	**889,937**	**347,611**	**891,866**	**161,662**	**953,622**	**158,115**
TOTAL STATE	**2,647.3**	**1.0992**	**30.0**	**12.1**	**15.8**	**17.2**	**24.9**	**915.4**	**11,416,489**	**2,719,834**	**799,540**	**1,395,752**	**882,754**	**2,747,267**	**479,365**

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

MISS.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BILOXI - GULFPORT	1,838,196	18,483	29.8	25.9	12.1	7.8	.0719
Hancock	241,386	16,630	30.8	23.9	10.4	6.6	.0095
Harrison	1,596,810	18,780	29.4	26.2	12.4	8.1	.0626
• Biloxi	472,384	17,290	33.1	24.8	10.0	7.1	.0195
• Gulfport	482,972	17,836	29.5	24.6	11.7	8.1	.0202
SUBURBAN TOTAL	942,840	19,385	28.0	27.0	13.4	8.1	.0322
JACKSON	4,004,809	21,008	25.3	26.2	14.5	11.6	.1502
Hinds	2,794,346	20,545	25.8	25.9	13.7	11.6	.1108
• Jackson	2,286,908	20,313	26.6	26.3	13.2	11.2	.0945
Madison	374,470	16,610	27.1	22.1	11.9	8.5	.0133
Rankin	835,993	26,016	22.3	29.3	19.1	13.4	.0261
SUBURBAN TOTAL	1,717,901	22,225	23.5	26.0	16.2	12.1	.0557
PASCAGOULA	1,267,945	24,508	23.3	31.9	18.2	10.4	.0452
Jackson	1,267,945	24,508	23.3	31.9	18.2	10.4	.0452
• Pascagoula	336,075	22,794	25.7	29.6	16.0	11.0	.0147
SUBURBAN TOTAL	931,870	25,054	22.4	32.8	19.0	10.2	.0305
OTHER COUNTIES							
Adams	316,322	15,731	24.6	22.8	11.1	7.7	.0154
Alcorn	293,186	16,029	28.9	24.4	9.6	5.6	.0116
Amite	104,891	15,538	26.4	21.3	11.2	7.3	.0037
Attala	124,520	12,680	29.1	21.7	5.3	3.2	.0053
Benton	55,170	15,641	31.2	25.0	7.3	4.7	.0019
Bolivar	276,776	12,274	26.7	17.8	6.5	6.3	.0122
Calhoun	97,230	12,873	31.8	20.8	6.5	1.9	.0038
Carroll	60,576	13,255	28.9	21.3	7.3	3.4	.0023
Chickasaw	117,784	14,461	30.9	25.8	6.0	2.9	.0053
Choctaw	52,443	12,732	31.8	18.4	5.3	2.7	.0020
Claiborne	75,238	12,364	22.6	17.0	10.8	5.7	.0028
Clarke	129,737	15,936	26.1	27.1	8.6	4.3	.0051
Clay	163,301	17,293	26.9	27.3	10.1	5.3	.0062
Coahoma	215,595	11,600	26.2	18.0	7.2	4.1	.0106
Copiah	187,561	13,850	28.9	21.9	7.3	5.2	.0074
Covington	113,740	13,467	29.4	20.8	7.4	5.2	.0043
☐ De Soto	564,233	24,915	22.1	31.4	19.3	8.7	.0189
Forrest	606,540	16,390	27.4	24.0	10.8	7.1	.0284
Hattiesburg	378,722	15,477	27.1	22.0	9.9	7.9	.0202
Franklin	63,422	14,641	24.4	22.0	11.9	4.3	.0020
George	139,990	20,963	23.4	30.4	13.0	8.5	.0050
Greene	64,699	15,022	27.3	26.2	9.6	2.4	.0023
Grenada	176,630	17,303	25.6	26.7	10.7	6.7	.0081
Holmes	103,303	8,429	24.3	12.4	4.3	1.7	.0055
Humphreys	61,320	7,991	22.8	12.3	4.1	2.4	.0032
Issaquena	14,089	10,490	27.3	13.9	4.5	4.8	.0005
Itawamba	134,120	18,611	32.9	28.3	6.2	2.5	.0046
Jasper	110,289	13,587	31.8	22.3	3.8	3.0	.0044
Jefferson	53,386	11,265	24.4	18.5	7.3	4.5	.0030
Jefferson Davis	98,425	14,832	29.1	21.5	8.9	6.9	.0035
Jones	504,196	17,245	28.8	27.5	9.7	3.6	.0222
Kemper	57,618	11,782	29.4	20.9	4.5	2.3	.0023
Lafayette	277,768	15,806	26.7	23.1	10.0	6.8	.0099
Lamar	225,714	19,817	26.2	29.0	11.7	6.8	.0073
Lauderdale	738,876	17,588	26.7	24.9	11.5	8.2	.0306
Meridian	461,788	16,753	25.5	24.0	10.6	8.4	.0217
Lawrence	106,958	17,607	24.5	24.8	12.0	8.4	.0037
Leake	118,187	11,547	30.9	18.6	4.7	3.0	.0048
Lee	589,360	18,761	28.9	29.8	10.5	6.4	.0261
Leflore	266,117	12,743	28.0	18.3	8.0	5.2	.0126
Lincoln	226,119	15,164	27.3	24.8	9.1	4.0	.0101
Lowndes	466,763	16,231	30.9	25.7	9.2	4.8	.0212
Marion	211,350	16,083	29.0	22.5	11.9	6.3	.0084
Marshall	184,461	13,718	29.2	23.6	6.6	3.6	.0073
Monroe	258,811	15,557	28.5	26.9	8.7	3.3	.0101
Montgomery	73,937	12,013	30.2	18.7	4.9	2.8	.0033
Neshoba	189,403	15,147	30.1	23.7	8.0	5.2	.0076
Newton	149,872	14,575	28.6	22.0	9.3	3.9	.0058
Noxubee	63,608	10,801	29.7	16.6	3.2	3.5	.0028
Oktibbeha	288,427	15,003	27.7	20.0	9.7	8.5	.0113
Panola	178,623	12,594	29.2	19.9	6.2	3.8	.0077
Pearl River	293,435	16,282	28.0	23.8	11.1	6.1	.0114
Perry	93,066	19,308	20.9	25.1	12.7	10.5	.0031
Pike	284,886	14,998	28.8	22.4	9.6	5.7	.0124
Pontotoc	150,671	13,832	32.1	23.3	5.7	3.1	.0058
Prentiss	176,295	14,423	31.1	25.0	5.5	3.7	.0067
Quitman	50,620	8,221	25.4	12.3	1.8	2.1	.0028
Scott	179,141	14,055	30.9	21.3	7.4	4.5	.0076
Sharkey	41,845	10,596	28.0	14.8	4.5	5.5	.0019
Simpson	191,979	17,152	27.8	26.2	11.9	5.6	.0072
Smith	111,425	14,582	28.9	21.9	10.0	4.8	.0040
Stone	84,820	20,078	24.0	27.9	13.6	8.6	.0032
Sunflower	187,001	11,188	27.9	18.0	5.5	3.4	.0086
Tallahatchie	77,098	8,889	24.8	13.1	3.6	3.2	.0034
Tate	128,644	14,052	29.3	25.2	5.9	2.7	.0043
Tippah	126,873	13,658	34.8	20.5	5.5	2.3	.0056
Tishomingo	122,213	13,521	34.6	22.6	4.4	1.9	.0048
Tunica	38,586	7,418	20.5	10.6	2.2	3.4	.0021
Union	168,576	14,780	30.4	26.5	5.9	3.4	.0065
Walthall	102,586	14,515	26.5	22.9	7.5	6.8	.0038
Warren	509,644	20,884	22.9	25.6	16.1	10.0	.0190
Washington	471,466	13,548	27.7	21.0	7.5	5.2	.0218
Greenville	264,600	13,456	28.3	20.3	7.7	4.7	.0145
Wayne	147,833	15,402	27.2	22.5	9.6	6.8	.0057
Webster	65,498	13,714	30.5	24.2	4.6	2.9	.0026
Wilkinson	65,039	14,571	29.0	21.5	7.8	5.5	.0025
Winston	138,947	14,755	29.7	24.8	6.9	4.5	.0052
Yalobusha	93,608	14,083	31.0	22.0	7.8	3.2	.0041
Yazoo	170,749	12,068	28.0	18.9	6.2	4.3	.0076
TOTAL METRO COUNTIES	7,675,180	21,063	25.9	27.4	14.8	10.2	.2962
TOTAL STATE	21,184,791	16,448	27.4	24.3	10.5	6.7	.8474

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S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	108.8	.0452	26.5	25.3	20.6	15.6	17.4	39.0	344,228	126,350	52,307	74,819	23,853	133,602	18,039
Boone	108.8	.0452	26.5	25.3	20.6	15.6	17.4	39.0	344,228	126,350	52,307	74,819	23,853	133,602	18,039
• Columbia	65.4	.0272	24.8	33.9	18.9	13.3	17.1	23.0	300,771	113,498	50,290	74,490	22,982	121,136	17,940
SUBURBAN TOTAL	43.4	.0180	29.4	12.2	23.2	19.1	17.9	16.0	43,457	12,852	2,047	329	871	12,466	99
JOPLIN	134.3	.0558	34.0	10.9	15.2	18.4	30.1	50.3	827,761	179,013	64,072	123,558	29,515	217,725	17,467
Jasper	90.0	.0374	33.7	11.4	15.7	17.5	30.5	34.2	631,313	124,437	50,929	109,527	22,943	164,824	15,253
• Joplin	39.9	.0166	34.1	13.2	15.8	16.2	32.4	16.2	499,391	100,447	41,682	86,259	19,337	135,064	12,917
Newton	44.3	.0184	34.5	9.8	14.7	20.0	29.3	16.1	196,448	54,576	13,143	14,031	6,573	52,901	2,214
SUBURBAN TOTAL	94.4	.0392	33.9	9.9	15.1	19.3	29.1	34.1	328,370	78,346	22,490	37,299	10,178	82,661	4,550
KANSAS CITY	1,497.5	.6216	32.0	11.8	18.3	19.6	24.9	561.3	10,495,141	1,938,745	874,566	1,438,648	417,267	2,447,760	298,513
Cass	54.0	.0222	31.6	9.6	16.5	22.2	22.1	19.1	226,573	60,989	14,331	34,335	4,922	58,304	6,494
Clay	141.7	.0588	31.4	11.9	19.1	21.1	22.0	52.6	1,235,864	238,346	76,101	219,634	40,167	347,190	33,030
Jackson	632.4	.2626	32.4	11.6	18.0	18.3	27.0	245.6	5,194,437	883,350	491,072	651,964	197,108	1,335,599	182,524
Independence	114.2	.0474	32.7	11.3	17.5	19.5	26.5	43.6	884,317	166,874	75,937	123,873	23,810	264,958	25,370
• Kansas City	445.9	.1851	32.3	12.1	18.4	17.5	27.5	175.5	3,702,534	597,864	382,032	585,650	148,377	853,029	106,343
Lafayette	31.3	.0130	36.0	9.3	14.2	18.9	32.5	11.4	111,776	30,168	8,915	10,646	3,137	31,958	3,862
Platte	52.5	.0218	30.8	10.3	19.9	22.9	18.8	18.7	167,900	44,015	24,375	12,912	3,531	39,076	6,982
Ray	22.9	.0095	34.1	8.8	14.8	21.1	27.6	8.0	69,023	13,858	3,728	8,327	1,846	8,938	2,366
Johnson, Kans.	307.6	.1277	31.8	7.6	20.3	22.0	21.5	115.2	2,398,790	482,316	172,900	348,408	133,989	619,660	52,456
• *Olathe*	49.3	.0205	27.6	13.4	25.2	18.4	12.9	16.7	322,632	71,520	20,083	32,548	10,632	107,913	3,772
Overland Park	89.7	.0372	32.6	9.2	19.3	23.5	21.9	33.8	1,018,901	113,856	64,311	232,691	59,328	277,619	21,082
Leavenworth, Kans.	58.4	.0242	31.7	10.9	18.3	21.2	22.8	18.4	203,396	47,966	13,751	22,014	8,444	65,461	4,900
• *Leavenworth*	35.1	.0146	31.6	12.0	18.5	20.3	23.4	11.1	171,326	39,504	11,858	20,487	6,835	54,539	3,978
Miami, Kans.	22.8	.0095	34.5	9.2	14.7	19.8	30.3	8.2	84,600	26,959	5,375	10,444	3,489	18,987	3,187
Wyandotte, Kans.	171.9	.0713	31.1	12.1	16.7	16.8	26.8	64.1	803,582	192,828	64,121	109,685	20,614	181,613	30,423
• *Kansas City*	160.0	.0664	31.1	12.3	16.6	16.6	26.9	60.2	755,685	181,984	62,508	109,443	20,232	156,203	29,883
SUBURBAN TOTAL	807.2	.3350	32.4	10.0	18.1	21.4	23.8	297.8	5,462,964	1,039,873	398,145	680,320	231,191	1,516,076	149,537
ST. JOSEPH	86.7	.0360	33.8	11.4	15.3	16.8	31.4	32.1	578,198	134,022	44,543	95,492	20,234	156,306	13,348
Buchanan	86.7	.0360	33.8	11.4	15.3	16.8	31.4	32.1	578,198	134,022	44,543	95,492	20,234	156,306	13,348
• St. Joseph	75.0	.0311	33.9	11.6	15.4	16.1	32.1	28.1	562,110	131,995	43,097	92,625	20,036	154,385	13,306
SUBURBAN TOTAL	11.7	.0049	33.4	9.9	15.0	20.8	26.8	4.0	16,088	2,027	1,446	2,867	198	1,921	42
ST. LOUIS	2,416.7	1.0034	32.3	11.1	16.8	18.9	26.6	873.7	15,395,910	3,165,484	1,347,553	2,170,534	673,212	3,609,848	424,369
Franklin	77.9	.0324	31.5	10.5	15.5	19.1	25.5	25.8	422,113	105,488	26,150	30,780	12,367	111,447	11,714
Jefferson	164.4	.0682	29.5	10.7	19.1	20.6	18.9	52.9	556,072	158,601	29,405	70,117	14,653	112,579	10,673
St. Charles	168.8	.0701	29.3	10.6	19.7	21.9	16.9	55.2	830,728	148,639	59,593	107,040	27,548	202,171	14,308
• St. Charles	49.0	.0203	31.8	12.8	14.7	20.5	24.0	17.9	376,655	56,201	29,493	38,911	13,411	144,999	8,582
St. Louis	984.6	.4088	33.0	10.8	17.4	20.4	26.1	354.9	7,857,204	1,476,989	603,520	1,182,116	418,482	1,998,032	228,558
Florissant	57.1	.0237	32.8	12.6	15.9	21.1	24.1	18.7	353,351	115,451	27,880	20,062	15,181	104,516	16,464
University City	42.8	.0178	33.9	10.0	18.5	18.9	29.1	17.1	116,437	28,016	11,080	8,921	7,282	11,434	11,732
St. Louis city	430.4	.1787	34.0	12.1	15.3	14.4	34.0	170.9	2,713,749	629,335	375,379	285,956	88,316	492,714	87,915
• St. Louis	430.4	.1787	34.0	12.1	15.3	14.4	34.0	170.9	2,713,749	629,335	375,379	285,956	88,316	492,714	87,915
Clinton, Ill.	34.5	.0143	30.9	11.8	15.1	17.1	26.8	11.9	130,132	34,845	10,921	4,431	8,363	35,532	1,947
Jersey, Ill.	21.2	.0088	31.8	12.1	14.8	18.7	26.6	7.2	68,456	13,830	6,219	11,418	2,484	20,473	1,845
Madison, Ill.	248.0	.1030	33.0	11.1	15.9	19.0	27.9	92.9	1,415,780	311,838	117,899	237,321	50,062	334,796	34,174
• *Alton*	33.0	.0137	34.0	11.1	14.9	15.5	33.0	13.0	314,172	40,132	25,461	90,534	14,582	69,956	6,168
• *Granite City*	35.7	.0148	33.0	11.5	15.6	18.2	28.7	13.4	219,115	57,168	20,700	17,609	4,273	38,348	9,127
Monroe, Ill.	21.1	.0087	33.8	10.4	14.7	19.5	28.7	7.5	82,295	22,848	7,380	14,369	1,834	18,337	2,378
St. Clair, Ill.	265.8	.1104	30.8	11.6	15.9	17.7	25.6	94.5	1,329,381	251,081	111,217	234,886	54,083	282,987	30,557
• *Belleville*	41.9	.0174	37.6	10.9	15.4	15.8	37.0	17.2	387,738	88,272	29,752	21,847	17,383	146,039	13,257
• *East St. Louis*	50.6	.0210	24.9	11.5	14.5	14.7	20.6	15.9	124,211	33,732	9,681	6,999	3,375	10,956	4,538
SUBURBAN TOTAL	1,776.2	.7375	32.0	10.8	17.5	20.2	24.5	625.2	11,260,270	2,269,624	856,887	1,730,678	536,972	2,706,936	292,712
SPRINGFIELD	224.1	.0930	31.4	14.5	17.5	18.2	25.5	84.1	1,502,570	305,497	123,157	245,956	76,263	379,991	35,884
Christian	26.5	.0110	32.3	9.8	16.3	20.5	25.2	9.2	101,712	31,917	4,185	1,119	1,987	40,828	1,168
Greene	197.6	.0820	31.3	15.2	17.7	17.9	25.5	74.9	1,400,858	273,580	118,972	244,837	74,276	339,163	34,716
• Springfield	140.0	.0581	31.1	17.7	17.4	16.9	27.3	55.1	1,293,203	252,727	112,360	243,638	69,633	300,718	32,502
SUBURBAN TOTAL	84.1	.0349	32.0	9.3	17.4	22.1	22.6	29.0	209,367	52,770	10,797	2,318	6,630	79,273	3,382
OTHER COUNTIES															
Adair	25.5	.0106	28.0	24.5	16.5	13.9	24.5	9.3	182,956	39,572	16,003	17,428	7,216	37,487	2,010
Andrew	15.2	.0063	34.3	9.1	14.9	18.9	30.1	5.2	42,037	9,833	1,244	1,787	1,739	15,372	138
Atchison	8.4	.0035	37.1	10.0	14.2	16.2	36.1	3.2	44,481	13,323	2,970	387	656	6,283	892
Audrain	26.1	.0108	34.2	9.5	14.9	16.7	32.1	9.6	126,181	35,213	6,802	15,501	6,309	23,945	4,079
Barry	26.9	.0112	38.5	8.3	12.5	18.0	36.5	9.9	117,669	31,918	7,126	14,371	2,739	25,291	2,846
Barton	11.9	.0049	38.2	9.8	13.1	15.9	37.7	4.6	42,828	8,890	2,351	8,587	540	8,132	975
Bates	16.4	.0069	38.7	8.2	12.8	17.6	37.1	6.1	35,238	14,456	2,757	4,080	1,870	17,014	980
Benton	13.2	.0054	42.9	7.0	11.0	17.4	42.1	5.1	49,050	11,960	4,510	6,487	1,447	13,084	1,118
Bollinger	10.8	.0045	35.6	9.3	13.5	17.7	33.0	4.0	22,071	5,090	780	184	362	8,290	480
Butler	39.7	.0165	35.0	9.3	14.8	18.5	31.4	14.8	307,996	67,010	17,649	35,813	14,229	91,076	8,405
Caldwell	8.5	.0035	38.9	7.7	12.2	18.1	37.1	3.2	26,426	6,656	1,730	399	305	8,537	47
Callaway	34.5	.0143	31.0	13.6	17.1	18.0	25.1	11.5	118,059	28,428	11,891	13,099	3,505	16,927	2,336
Camden	23.3	.0097	40.0	8.3	13.4	19.1	38.3	9.2	150,848	40,456	13,477	12,043	5,769	34,941	1,618
Cape Girardeau	62.2	.0258	30.9	17.3	16.6	16.9	26.2	22.2	407,105	88,848	29,562	64,584	22,470	91,831	8,181
Carroll	11.7	.0049	37.5	8.6	13.6	16.5	36.5	4.6	40,491	11,208	2,333	3,227	1,418	5,938	1,412
Carter	6.0	.0025	34.2	8.8	14.6	18.8	30.0	2.0	11,287	2,793	1,741	426	123	247	139
Cedar	12.8	.0054	42.8	7.3	11.6	16.7	42.4	5.0	36,984	14,842	1,973	3,069	1,200	19,159	1,467
Chariton	10.4	.0043	39.2	8.7	13.0	16.4	38.4	4.0	31,162	9,023	2,086	2,446	1,384	4,897	640
Clark	8.5	.0035	34.3	9.2	14.4	17.6	31.3	3.0	29,949	4,700	1,872	3,803	380	5,093	834
Clinton	17.1	.0071	34.3	8.4	14.4	20.6	28.4	6.0	35,485	16,257	3,254	9,281	784	9,707	1,239
Cole	62.6	.0258	31.1	13.2	19.7	18.4	23.8	21.4	512,716	77,323	21,403	71,618	23,117	144,577	13,771

MO. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Cooper	14.9	.0062	35.7	9.4	13.9	16.8	34.0	5.5	70,870	16,221	3,813	4,724	3,121	20,840	2,802
Crawford	20.3	.0084	35.4	9.1	13.2	17.7	32.8	7.2	82,463	17,461	2,558	10,196	1,837	14,153	1,353
Dade	7.5	.0031	41.8	7.7	12.1	16.2	41.7	3.1	16,032	5,391	740	336	476	1,385	635
Dallas	13.5	.0056	38.2	8.2	12.5	17.9	36.2	4.8	53,328	24,170	2,160	525	3,562	9,236	1,126
Daviess	8.9	.0037	38.6	8.3	12.2	16.7	37.5	3.4	15,865	3,538	880	878	338	4,161	348
De Kalb	8.5	.0035	37.7	8.5	13.0	18.4	35.2	3.1	17,760	3,811	2,593	293	872	4,736	
Dent	15.8	.0066	35.7	9.3	13.9	18.3	32.6	5.7	58,881	17,048	2,889	9,563	2,780	8,867	1,494
Douglas	12.8	.0053	36.0	8.4	13.6	19.1	32.2	4.7	29,331	5,126	1,688	8,863	980	3,620	1,273
Dunklin	36.9	.0153	35.0	9.0	13.7	17.7	32.3	13.4	178,727	38,218	7,005	28,957	8,577	44,664	5,320
Gasconade	13.9	.0058	40.0	8.5	12.6	16.5	39.3	5.3	58,777	13,160	2,772	7,920	2,885	14,423	1,851
Gentry	8.2	.0034	41.4	8.2	12.0	16.1	41.0	3.1	33,034	8,802	994	1,150	710	10,425	597
Grundy	12.1	.0050	38.2	8.7	14.1	17.7	36.5	4.7	63,472	20,025	5,450	8,425	1,118	11,293	1,509
Harrison	9.6	.0040	41.0	9.0	11.8	16.9	40.2	4.2	78,515	16,154	2,044	9,126	1,187	17,333	1,949
Henry	20.2	.0084	38.4	8.4	13.3	17.0	37.3	7.8	95,916	26,911	7,479	13,087	4,522	13,304	5,656
Hickory	7.2	.0030	46.9	6.2	10.2	15.9	46.7	3.0	10,167	3,434	1,071	75	428	827	182
Holt	6.8	.0028	40.7	7.4	13.1	15.3	40.8	2.7	27,644	4,040	905	371	151	11,572	80
Howard	10.0	.0042	35.7	12.9	13.1	15.5	35.3	3.6	29,996	9,556	1,723	1,132	1,023	3,811	1,297
Howell	31.8	.0132	36.0	8.8	14.0	19.0	32.4	11.8	172,222	46,383	8,886	21,744	5,842	43,783	5,216
Iron	11.9	.0049	35.0	8.6	13.9	18.2	31.7	4.0	40,054	12,680	2,106	1,924	1,773	11,854	1,422
Johnson	39.7	.0165	25.7	25.4	15.8	15.7	19.5	12.7	147,124	36,615	15,368	20,272	4,711	34,677	4,198
Knox	5.6	.0024	39.2	8.3	11.7	17.5	37.7	2.1	17,028	3,446	766	1,351	978	5,305	1,111
Laclede	26.7	.0110	34.6	9.4	14.6	19.1	30.3	9.8	150,433	32,798	9,458	15,188	3,888	28,907	2,015
Lawrence	31.5	.0131	36.4	8.6	13.3	18.3	33.6	11.6	104,038	30,363	6,007	9,690	2,916	33,245	2,097
Lewis	10.8	.0045	34.3	12.1	13.3	17.9	31.2	3.9	50,680	10,923	2,045	595	879	18,446	151
Lincoln	24.2	.0100	33.7	9.8	14.4	18.8	29.4	8.2	88,820	22,377	4,202	10,613	1,852	28,046	2,747
Linn	15.7	.0066	41.1	8.5	12.8	16.1	40.7	6.3	75,890	19,540	3,778	12,397	3,371	14,119	2,271
Livingston	15.8	.0065	36.5	8.8	14.2	17.2	34.7	6.0	108,844	25,474	5,874	14,766	5,629	23,360	2,088
McDonald	16.4	.0068	35.5	9.0	13.3	20.5	30.3	5.9	65,990	19,728	1,730	4,056	1,828	10,100	892
Macon	16.8	.0070	38.5	8.3	13.4	16.8	37.4	6.3	63,152	17,652	3,936	3,817	1,880	14,479	1,715
Madison	11.6	.0048	38.4	8.9	12.8	17.1	37.1	4.4	36,008	9,208	2,477	6,774	1,340	4,030	784
Maries	7.9	.0033	36.6	8.3	13.5	18.4	33.6	2.9	15,738	4,358	1,061	527	156	4,092	
Marion	28.8	.0120	34.4	9.9	15.2	16.1	33.0	10.7	181,576	49,486	11,941	18,550	4,647	48,366	4,593
Mercer	4.5	.0018	43.7	9.0	11.4	16.3	42.8	1.7	14,824	5,470	706		1,144	2,392	107
Miller	20.9	.0087	34.5	9.3	14.5	17.6	31.7	7.6	115,492	24,190	11,251	13,810	3,560	27,080	1,456
Mississippi	15.2	.0063	33.1	9.5	13.5	17.2	30.2	5.3	59,195	12,038	1,088	9,184	852	16,204	1,705
Moniteau	13.0	.0054	35.0	9.4	14.8	17.6	32.5	4.4	47,437	10,802	1,382	2,624	984	20,393	749
Monroe	9.8	.0041	36.1	9.5	13.4	17.4	34.1	3.5	32,432	11,377	1,455	2,297	1,186	4,887	1,236
Montgomery	11.8	.0049	37.7	8.6	12.3	17.7	35.8	4.2	53,015	15,821	4,145	2,006	1,089	10,874	576
Morgan	15.6	.0065	41.3	7.3	11.6	17.5	40.1	5.7	61,941	16,611	3,805	6,688	2,086	13,721	946
New Madrid	23.0	.0095	32.2	9.5	13.8	17.3	28.8	7.9	106,891	22,292	4,078	10,139	5,081	10,971	4,389
Nodaway	22.1	.0092	30.6	19.2	13.9	14.8	29.1	7.8	95,699	26,274	8,796	8,211	2,095	18,439	1,751
Oregon	10.8	.0045	37.8	8.0	12.9	17.8	35.9	3.9	45,684	12,087	1,225	817	581	13,012	1,378
Osage	12.6	.0052	32.1	10.9	13.6	16.2	29.8	4.1	47,928	6,005	1,355	886	368	28,039	
Ozark	9.0	.0037	38.9	7.9	12.7	18.0	36.8	3.4	22,464	6,168	985	257	472	6,995	166
Pemiscot	24.6	.0103	32.3	9.5	13.1	15.4	31.1	8.6	66,752	22,886	2,894	8,821	2,347	8,259	1,752
Perry	17.7	.0073	33.2	10.0	14.8	15.8	31.5	6.0	73,615	10,821	6,400	17,955	2,080	11,296	2,089
Pettis	36.8	.0153	35.1	10.4	14.5	18.1	32.0	13.8	216,296	45,061	15,971	25,353	7,820	64,503	5,785
Phelps	35.0	.0145	30.0	19.3	14.1	17.1	25.9	11.9	212,286	44,227	16,782	23,200	5,785	52,649	4,055
Pike	17.3	.0072	34.5	9.3	13.7	18.1	31.2	6.0	70,159	19,896	3,673	8,974	1,108	12,459	2,752
Polk	20.5	.0085	34.7	13.8	12.6	17.0	32.7	7.2	90,372	19,339	4,107	13,519	1,352	29,845	2,175
Pulaski	42.8	.0178	24.0	27.5	17.5	14.5	14.1	10.8	146,987	28,753	14,546	12,776	3,338	37,985	2,880
Putnam	5.9	.0024	40.5	7.8	11.3	17.5	39.4	2.2	17,402	5,958	570	600	123	3,858	546
Ralls	9.4	.0039	34.3	8.8	15.3	17.6	31.4	3.4	13,574	4,971	276	215	920	3,368	
Randolph	27.5	.0115	33.4	11.3	17.1	16.3	30.9	9.6	159,506	33,409	7,951	17,859	5,438	44,946	2,666
Reynolds	7.5	.0031	34.1	9.3	14.5	18.1	30.6	2.9	21,609	8,435	707	301	506	4,990	776
Ripley	13.7	.0057	38.1	8.4	12.1	18.2	35.7	5.0	45,391	15,581	1,462	2,686	1,351	12,257	1,179
St. Clair	8.9	.0037	41.3	7.5	11.4	16.7	40.9	3.4	34,817	6,539	2,127	382	489	9,781	304
Ste. Genevieve	16.1	.0066	32.0	10.5	14.6	18.1	27.5	5.4	50,313	10,825	5,286	1,802	1,634	13,328	1,378
St. Francois	45.1	.0188	34.8	9.5	14.2	18.2	31.6	16.1	213,093	46,169	11,875	37,076	8,077	48,889	5,966
Saline	24.9	.0103	35.4	10.2	15.0	16.6	33.9	9.4	126,092	27,459	7,295	21,351	3,899	27,692	9,472
Schuyler	4.9	.0021	38.7	8.5	12.8	17.4	37.2	2.0	16,471	2,998	907	62	837	6,436	
Scotland	5.3	.0022	39.5	8.0	11.5	16.8	38.7	2.1	23,633	5,996	1,431	1,321	727	3,613	500
Scott	41.6	.0172	31.4	10.5	16.1	18.0	26.2	14.6	218,667	45,735	16,534	36,991	7,664	52,615	4,568
Shannon	8.0	.0034	34.8	9.2	14.1	19.0	30.7	2.9	11,061	5,699	672	833	201	1,053	174
Shelby	7.7	.0032	39.5	9.1	12.2	15.7	39.4	3.0	20,386	6,741	1,197	1,230	944	1,039	1,335
Stoddard	30.0	.0124	35.6	9.3	14.2	18.9	32.0	11.0	133,922	25,196	7,981	14,849	3,676	47,580	3,725
Stone	18.0	.0075	42.0	6.9	11.9	18.3	40.5	7.1	38,920	13,151	3,068	1,124	1,027	7,386	518
Sullivan	7.2	.0030	41.0	8.0	12.3	17.1	40.1	2.9	13,021	3,879	400	744	465	1,304	34
Taney	24.5	.0102	41.7	10.6	11.5	16.6	41.3	9.6	142,128	29,262	23,507	18,745	3,094	20,973	4,198
Texas	22.3	.0092	36.4	8.9	13.1	19.2	32.8	8.3	97,787	22,432	4,044	7,816	1,166	30,947	2,012
Vernon	20.8	.0087	35.8	9.5	14.8	17.1	33.9	7.7	62,534	9,810	5,257	11,353	3,937	15,727	1,235
Warren	17.2	.0071	34.4	9.2	14.9	18.9	30.2	5.8	42,981	12,362	4,581	3,209	1,327	8,208	458
Washington	19.3	.0080	30.7	10.0	15.1	18.4	25.1	6.4	52,483	14,024	2,515	8,609	683	11,283	1,021
Wayne	12.5	.0052	39.5	8.3	11.6	18.0	37.7	4.7	28,377	10,105	1,180	1,291	1,396	7,216	819
Webster	22.3	.0093	32.8	9.4	14.6	19.9	27.0	7.5	56,091	13,680	4,117	5,247	1,240	10,182	1,548
Worth	2.9	.0012	42.7	6.8	12.0	16.1	42.4	1.1	8,836	2,981	541	217	694	1,941	123
Wright	17.1	.0071	36.3	9.0	12.9	18.1	33.5	6.2	37,260	11,290	1,671	7,915	807	6,068	1,639
TOTAL METRO COUNTIES	3,316.8	1.3771	33.3	11.8	17.5	18.9	26.1	1,229.6	22,847,296	4,544,660	1,996,675	3,153,651	961,992	5,606,626	642,483
TOTAL STATE	5,098.8	2.1161	32.9	11.6	16.3	18.4	28.1	1,860.5	30,762,784	6,411,888	2,510,812	4,065,880	1,281,441	7,088,996	836,291

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
COLUMBIA	**1,330,050**	**24,037**	**23.9**	**26.0**	**16.9**	**15.6**	**.0449**
Boone	1,330,050	24,037	23.9	26.0	16.9	15.6	.0449
• Columbia	775,422	21,331	25.9	22.7	14.7	15.5	.0305
SUBURBAN TOTAL	554,628	27,714	21.1	30.8	20.0	15.7	.0144
JOPLIN	**1,287,735**	**18,764**	**28.3**	**27.7**	**11.6**	**7.6**	**.0519**
Jasper	883,116	18,811	28.1	27.4	11.9	7.8	.0369
• Joplin	409,212	17,786	28.2	25.9	10.7	8.0	.0214
Newton	404,619	18,672	28.8	28.4	10.9	7.2	.0150
SUBURBAN TOTAL	878,523	19,205	28.3	28.6	12.0	7.4	.0305
KANSAS CITY	**19,851,816**	**27,736**	**20.3**	**27.8**	**19.6**	**17.3**	**.7040**
Cass	579,325	24,955	22.3	30.7	18.5	11.2	.0198
Clay	1,851,739	29,704	19.0	30.6	23.4	15.6	.0714
Jackson	8,057,082	25,422	22.0	26.9	18.0	15.7	.3081
Independence	1,492,733	29,064	19.8	28.0	23.0	15.5	.0551
• Kansas City	5,549,837	23,640	23.1	26.6	16.4	14.6	.2175
Lafayette	303,996	20,756	25.8	29.9	14.4	7.4	.0104
Platte	595,317	27,038	20.7	33.5	21.1	11.1	.0185
Ray	200,351	20,000	26.5	30.8	13.6	5.6	.0070
Johnson, Kans.	*5,369,196*	*36,379*	*14.4*	*26.1*	*23.3*	*29.0*	*.1730*
• Olathe	*667,566*	*32,642*	*17.0*	*29.5*	*25.7*	*19.6*	*.0230*
Overland Park	*1,589,614*	*38,390*	*13.1*	*25.7*	*24.9*	*30.7*	*.0577*
Leavenworth, Kans.	*640,867*	*26,677*	*21.1*	*29.3*	*20.9*	*12.3*	*.0207*
• Leavenworth	*380,652*	*24,606*	*22.8*	*28.8*	*19.2*	*11.0*	*.0134*
Miami, Kans.	*250,537*	*22,894*	*25.0*	*28.5*	*17.1*	*10.5*	*.0081*
Wyandotte, Kans.	*1,983,405*	*23,904*	*22.1*	*27.6*	*17.7*	*12.5*	*.0670*
• Kansas City	*1,840,374*	*23,530*	*22.3*	*27.7*	*17.4*	*12.1*	*.0624*
SUBURBAN TOTAL	11,393,387	30,519	18.3	28.4	21.6	20.0	.3877
ST. JOSEPH	**934,168**	**21,679**	**26.0**	**27.3**	**15.8**	**10.5**	**.0364**
Buchanan	934,168	21,679	26.0	27.3	15.8	10.5	.0364
• St. Joseph	798,827	21,023	26.6	27.2	15.3	9.8	.0326
SUBURBAN TOTAL	135,341	26,671	21.1	28.6	19.2	16.0	.0038
ST. LOUIS	**29,752,563**	**26,667**	**20.6**	**28.2**	**18.9**	**15.9**	**1.0637**
Franklin	697,899	21,698	23.2	31.8	15.3	7.2	.0279
Jefferson	1,696,410	27,795	19.7	34.9	22.5	10.4	.0559
St. Charles	2,097,260	32,733	15.0	31.5	26.8	18.0	.0690
• St. Charles	636,321	29,773	20.3	29.6	20.7	16.8	.0234
St. Louis	14,849,096	33,299	16.6	27.4	22.1	24.8	.5159
Florissant	767,429	35,359	13.4	30.0	26.1	24.6	.0260
University City	612,505	27,080	21.5	26.1	17.5	19.7	.0170
St. Louis city	4,403,466	17,960	26.9	24.3	12.3	8.9	.1726
• St. Louis	4,403,466	17,960	26.9	24.3	12.3	8.9	.1726
Clinton, Ill.	*347,559*	*23,018*	*24.3*	*31.5*	*16.4*	*9.5*	*.0119*
Jersey, Ill.	*199,373*	*21,571*	*26.9*	*33.4*	*14.4*	*6.3*	*.0069*
Madison, Ill.	*2,543,816*	*22,186*	*23.9*	*31.4*	*16.6*	*7.0*	*.0864*
• Alton	*299,611*	*17,429*	*27.0*	*28.2*	*11.3*	*4.3*	*.0149*
• Granite City	*360,454*	*21,412*	*23.6*	*30.9*	*15.8*	*6.4*	*.0141*
Monroe, Ill.	*217,068*	*23,720*	*22.8*	*32.2*	*17.0*	*9.0*	*.0073*
St. Clair, Ill.	*2,700,616*	*21,561*	*22.4*	*26.4*	*16.2*	*10.3*	*.0989*
• Belleville	*507,004*	*22,134*	*24.8*	*27.3*	*16.0*	*11.1*	*.0209*
• East St. Louis	*297,998*	*10,569*	*21.1*	*16.8*	*8.8*	*5.1*	*.0122*
SUBURBAN TOTAL	23,257,709	29,772	18.5	29.3	21.2	18.7	.8046
SPRINGFIELD	**2,410,630**	**20,972**	**26.6**	**28.5**	**13.9**	**9.9**	**.0939**
Christian	236,235	19,860	27.8	30.6	12.2	6.8	.0086
Greene	2,174,395	21,131	26.4	28.3	14.1	10.3	.0853
• Springfield	1,504,450	19,406	28.4	27.2	12.6	8.7	.0663
SUBURBAN TOTAL	906,180	24,135	23.3	31.0	16.3	12.3	.0276
OTHER COUNTIES							
Adair	233,417	16,584	28.9	24.7	10.8	6.8	.0097
Andrew	139,823	20,921	28.8	31.6	14.1	6.8	.0047
Atchison	78,432	17,919	30.7	29.4	8.8	6.2	.0030
Audrain	249,710	20,560	26.8	31.9	12.9	6.6	.0093
Barry	221,082	13,943	30.7	24.4	9.2	3.6	.0088
Barton	89,353	14,331	36.4	22.1	6.2	3.0	.0035
Bates	138,500	16,084	27.6	24.4	9.6	6.7	.0050
Benton	93,294	12,286	32.7	18.8	4.9	3.5	.0036
Bollinger	66,561	12,444	32.5	19.4	5.8	1.6	.0026
Butler	335,082	13,338	27.1	23.0	8.8	7.1	.0159
Caldwell	65,414	14,735	28.7	24.1	8.3	3.9	.0024

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Source: S&MM Survey of Buying Power, 1985

THE KANSAS CITY STAR COMPANY

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Callaway	349,353	24,574	22.2	32.0	17.9	9.8	.0116
Camden	240,106	18,849	31.4	26.7	11.4	8.9	.0095
Cape Girardeau	634,841	20,840	26.6	27.9	14.6	9.5	.0252
Carroll	94,686	14,630	30.8	22.2	7.5	5.3	.0036
Carter	39,702	14,225	32.5	22.0	7.4	4.2	.0014
Cedar	93,385	12,806	30.3	18.5	6.8	3.4	.0040
Chariton	76,971	13,224	29.9	21.1	6.7	4.3	.0030
Clark	68,056	16,618	29.8	25.8	8.8	3.9	.0025
Clinton	144,917	18,962	26.2	30.3	11.5	6.2	.0053
Cole	747,933	27,849	21.5	28.0	21.1	15.6	.0294
Cooper	121,860	17,080	31.1	27.4	9.4	4.3	.0050
Crawford	173,938	17,467	28.9	26.7	11.1	6.4	.0065
Dade	33,860	12,436	30.9	19.0	4.9	2.7	.0020
Dallas	85,734	11,979	31.8	17.9	5.5	3.8	.0038
Daviess	74,321	14,835	30.7	22.3	7.4	5.3	.0023
De Kalb	68,021	13,787	28.6	24.6	9.3	3.7	.0024
Dent	121,771	15,463	31.1	23.4	6.9	5.1	.0047
Douglas	89,543	13,212	32.7	20.2	5.7	4.1	.0033
Dunklin	294,557	15,101	28.7	22.8	8.9	5.9	.0122
Gasconade	121,781	17,336	29.2	27.7	9.8	5.3	.0047
Gentry	62,384	14,486	31.7	22.7	6.7	5.1	.0026
Grundy	103,234	16,386	29.9	25.7	9.0	4.9	.0042
Harrison	90,684	14,698	29.9	20.7	8.2	6.3	.0041
Henry	171,741	15,102	28.1	22.7	10.1	5.4	.0068
Hickory	45,862	10,782	32.0	16.2	3.5	2.1	.0016
Holt	63,746	17,808	29.0	27.4	10.6	6.4	.0023
Howard	84,015	16,214	28.2	26.6	8.2	6.1	.0031
Howell	247,335	14,938	28.1	24.6	6.4	4.6	.0107
Iron	109,846	20,340	26.7	24.9	17.2	8.5	.0037
Johnson	326,037	17,808	31.2	26.5	12.0	5.7	.0132
Knox	34,980	11,695	32.2	17.7	3.6	3.4	.0015
Laclede	226,905	16,314	30.7	25.5	9.3	3.8	.0093
Lawrence	243,962	15,482	32.4	25.2	8.5	3.6	.0092
Lewis	100,783	20,989	25.1	31.2	12.7	7.4	.0038
Lincoln	220,182	21,108	26.1	30.0	15.5	7.1	.0079
Linn	144,538	13,761	32.4	24.8	8.3	6.0	.0055
Livingston	143,774	16,973	28.5	25.3	10.9	6.1	.0061
McDonald	110,986	13,771	32.8	22.9	5.0	3.3	.0049
Macon	118,499	13,680	32.6	21.9	5.7	3.6	.0048
Madison	95,387	14,935	28.6	23.4	9.2	3.0	.0035
Maries	57,716	14,969	31.5	25.3	6.0	3.7	.0020
Marion	297,208	20,802	26.1	28.5	15.0	8.4	.0116
Mercer	35,211	14,577	29.1	23.5	6.9	5.7	.0014
Miller	186,508	18,335	30.1	27.3	12.3	6.4	.0074
Mississippi	111,779	14,057	29.8	20.1	7.3	6.3	.0046
Moniteau	89,924	14,887	33.4	23.6	8.8	3.3	.0037
Monroe	79,639	17,370	29.9	27.3	10.4	4.8	.0029
Montgomery	90,164	16,000	33.2	24.9	8.3	4.8	.0039
Morgan	113,989	14,096	33.7	21.4	6.9	4.1	.0046
New Madrid	177,996	15,046	27.2	28.9	10.6	6.4	.0074
Nodaway	216,937	19,318	28.1	26.7	12.2	9.4	.0079
Oregon	60,086	10,836	30.1	15.2	4.4	2.2	.0029
Osage	99,261	19,100	24.6	30.3	8.9	6.8	.0038
Ozark	63,535	13,070	33.8	20.0	4.9	4.2	.0024
Pemiscot	175,173	13,770	29.9	20.2	7.7	5.1	.0066
Perry	117,114	15,279	32.8	27.1	6.5	2.1	.0052
Pettis	378,080	19,686	28.2	26.7	13.3	9.2	.0143
Phelps	319,798	18,579	26.5	27.8	11.2	8.7	.0132
Pike	142,839	16,661	30.7	25.2	9.4	6.6	.0056
Polk	155,731	14,761	31.0	22.7	6.7	5.2	.0065
Pulaski	302,188	17,041	37.8	27.5	8.9	3.8	.0126
Putnam	31,088	13,727	29.3	23.9	9.5	6.2	.0018
Ralls	77,115	17,938	29.6	31.7	10.1	2.9	.0025
Randolph	233,807	17,613	27.9	26.3	11.5	6.6	.0099
Reynolds	60,084	15,308	24.5	27.3	9.9	2.7	.0021
Ripley	80,626	12,314	33.9	18.4	4.6	2.9	.0037
St. Clair	67,502	13,319	29.7	20.1	7.0	5.1	.0027
Ste. Genevieve	150,707	22,234	27.2	31.6	15.6	8.3	.0051
St. Francois	415,397	19,841	26.3	29.5	13.0	7.2	.0158
Saline	206,938	16,496	30.8	26.6	9.3	4.5	.0085
Schuyler	30,861	11,060	31.7	17.0	2.8	2.9	.0012
Scotland	35,646	10,839	29.8	13.8	4.6	4.3	.0016
Scott	359,245	18,296	26.6	26.9	12.8	6.6	.0146
Shannon	50,736	14,495	31.4	24.2	7.1	4.3	.0020
Shelby	57,020	13,431	32.9	23.3	5.9	3.7	.0020
Stoddard	235,421	15,116	31.1	23.4	7.8	5.3	.0096
Stone	136,048	16,123	34.3	24.6	8.6	5.2	.0051
Sullivan	41,385	9,643	29.9	13.3	2.5	2.5	.0017
Taney	227,905	17,123	34.8	25.6	9.6	5.9	.0091
Texas	155,538	13,291	37.8	21.3	5.7	3.4	.0068
Vernon	188,788	17,020	29.2	26.5	9.8	6.9	.0064
Warren	163,769	21,250	26.3	28.2	15.5	8.9	.0052
Washington	127,814	15,222	30.0	26.7	7.0	3.1	.0051
Wayne	79,808	11,228	31.3	17.2	4.6	2.6	.0031
Webster	176,635	16,963	28.1	28.3	8.7	5.2	.0062
Worth	18,988	11,612	31.6	17.7	5.3	3.1	.0008
Wright	130,839	13,408	30.5	19.8	4.9	4.6	.0044
TOTAL METRO COUNTIES	41,294,525	26,386	21.4	27.9	18.5	15.9	1.5036
TOTAL STATE	56,331,601	22,415	24.2	26.9	15.6	12.6	2.0902

Is a college dorm a 'household'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

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MONTANA

MONT. S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILLINGS	**122.5**	**.0509**	**30.5**	**12.2**	**19.2**	**18.9**	**22.5**	**48.5**	**950,630**	**187,817**	**87,399**	**134,101**	**62,249**	**193,413**	**34,528**
Yellowstone	122.5	.0509	30.5	12.2	19.2	18.9	22.5	48.5	950,630	187,817	87,399	134,101	62,249	193,413	34,528
• Billings	71.6	.0297	31.4	13.5	18.9	17.7	25.5	30.2	845,446	160,032	74,181	129,661	58,903	184,157	26,121
SUBURBAN TOTAL	50.9	.0212	29.3	10.3	19.8	20.6	18.1	18.3	105,184	27,785	13,218	4,440	3,346	9,256	8,407
GREAT FALLS	**80.7**	**.0335**	**30.8**	**12.9**	**17.4**	**19.5**	**23.2**	**31.7**	**483,162**	**90,454**	**45,510**	**66,322**	**37,129**	**105,569**	**22,269**
Cascade	80.7	.0335	30.8	12.9	17.4	19.5	23.2	31.7	483,162	90,454	45,510	66,322	37,129	105,569	22,269
• Great Falls	58.1	.0241	32.4	12.1	16.6	19.5	26.2	24.2	413,278	85,190	39,586	39,961	36,381	84,084	22,239
SUBURBAN TOTAL	22.6	.0094	27.1	15.2	19.1	19.5	15.5	7.5	69,884	5,264	5,924	26,361	748	21,485	30
OTHER COUNTIES															
Beaverhead	8.5	.0035	31.4	12.4	16.9	18.5	25.4	3.2	49,290	12,563	4,708	919	4,065	11,676	904
Big Horn	11.7	.0049	27.7	10.9	17.7	17.5	19.6	3.5	51,969	14,478	3,745	1,389	385	13,492	615
Blaine	7.4	.0030	29.8	10.2	16.1	16.3	25.4	2.7	27,849	9,449	2,096		473	7,845	663
Broadwater	3.6	.0015	33.1	8.8	15.5	18.9	28.2	1.5	11,124	3,714	1,581	138			1,055
Carbon	8.8	.0037	36.7	7.1	15.3	17.5	34.6	3.8	32,531	15,228	5,065	82	293	4,052	893
Carter	1.8	.0007	36.7	8.4	13.7	20.7	31.8	.6	6,121	2,141	519	262		93	254
Chouteau	6.0	.0025	34.0	8.6	15.9	17.6	30.7	2.2	20,238	6,259	1,646	164	311	4,090	660
Custer	13.4	.0056	32.4	10.8	15.9	16.8	29.1	5.5	90,108	21,667	9,885	6,700	3,415	9,679	3,311
Daniels	2.8	.0012	36.4	7.4	15.3	17.6	34.0	1.0	12,671	2,549	1,505		130	4,044	1,621
Dawson	12.6	.0052	29.5	13.0	17.7	17.2	23.1	4.8	110,405	22,143	7,748	4,804	4,991	24,629	3,558
Deer Lodge	11.2	.0046	34.2	9.2	15.3	16.8	32.3	4.2	44,753	13,578	4,878	643	928	12,379	4,019
Fallon	3.7	.0016	30.6	10.7	16.3	17.6	25.2	1.4	24,207	9,465	1,680	2,260	373	4,600	1,344
Fergus	13.1	.0054	34.7	9.2	15.0	17.1	32.4	5.2	57,088	18,101	5,018	713	3,303	12,218	2,251
Flathead	57.1	.0237	31.4	9.7	19.1	19.2	24.0	22.1	306,073	98,282	32,376	10,854	17,047	54,484	12,639
Gallatin	49.3	.0205	27.2	22.9	20.5	16.0	18.0	18.2	329,924	59,441	31,979	28,017	26,616	56,872	12,655
Garfield	1.7	.0007	31.8	10.6	16.2	17.7	27.2	.6	3,793	1,973	516	190			213
Glacier	11.2	.0047	28.7	10.7	17.2	17.0	22.2	3.7	59,627	13,358	4,303	3,586	1,592	11,758	2,194
Golden Valley	1.0	.0004	36.1	7.0	12.3	18.5	32.9	.4	1,152	447	329			64	
Granite	3.0	.0012	34.8	7.8	15.7	17.9	31.8	1.1	8,950	1,786	918			2,136	178
Hill	18.2	.0076	29.2	14.1	17.6	16.2	23.6	6.8	120,721	28,202	10,826	10,522	4,340	21,306	8,846
Jefferson	8.5	.0035	31.0	8.2	19.7	20.3	21.8	3.0	10,617	4,174	1,339	276	631	508	616
Judith Basin	2.6	.0011	35.1	7.6	15.3	19.2	30.8	1.0	4,496	1,478	761		73	736	
Lake	21.8	.0090	32.3	9.0	15.8	17.6	28.1	7.9	72,021	24,855	7,961	2,203	1,855	13,283	2,535
Lewis and Clark	47.5	.0198	30.6	11.8	19.8	18.8	22.6	18.9	276,372	74,285	31,050	15,880	16,504	54,909	11,095
Liberty	2.5	.0010	32.3	10.3	16.1	19.4	26.2	1.1	9,120	3,213	639		110	3, 28	516
Lincoln	18.5	.0077	30.3	9.2	17.7	20.8	21.0	6.6	67,661	25,913	6,384	2,822	996	9,976	2,100
McCone	2.7	.0011	31.5	8.7	15.3	17.6	27.0	.9	16,183	11,074	514	145		452	
Madison	5.7	.0024	36.1	7.9	15.6	18.9	32.7	2.2	23,154	5,421	3,464	79	282	2,273	1,572
Meagher	2.2	.0009	34.3	8.7	16.3	19.8	29.2	.8	8,543	2,827	757		70	2,916	143
Mineral	4.1	.0017	30.6	10.2	18.3	19.6	22.4	1.6	15,241	4,688	2,097		1,126	735	255
Missoula	77.5	.0322	29.4	15.9	21.2	18.9	18.9	30.9	490,878	103,516	45,983	56,552	28,613	102,706	15,387
Musselshell	4.8	.0020	34.2	7.2	16.9	15.7	32.9	1.9	14,623	3,647	1,715	602	489	1,107	55
Park	13.7	.0056	34.1	8.6	18.0	18.1	30.3	5.7	58,557	15,991	8,727	585	1,373	10,448	2,958
Petroleum	.7	.0003	31.4	9.1	16.0	17.7	26.6	.2	1,072	79	457				
Phillips	5.7	.0024	32.2	10.1	15.2	17.0	28.8	2.2	30,306	7,334	3,208	1,461	198	5,359	1,661
Pondera	6.9	.0029	32.4	9.3	15.2	18.4	27.7	2.5	34,377	8,232	1,967	1,813	1,672	14,322	1,440
Powder River	2.4	.0010	31.8	8.8	18.5	17.8	26.2	.9	6,292		665			3,455	730
Powell	7.1	.0029	32.6	11.1	19.6	19.2	26.1	2.4	33,629	8,898	3,405	737	802	7,370	1,356
Prairie	1.7	.0007	36.1	7.3	14.4	16.8	34.6	.7	4,626	817	567	157		1,538	149
Ravalli	26.4	.0110	34.2	7.1	16.0	20.4	28.4	10.1	57,719	17,526	7,089	1,657	1,643	8,886	2,037
Richland	13.4	.0055	29.1	13.1	17.8	16.1	23.4	4.9	111,616	22,733	12,736	8,151	4,986	25,456	3,509
Roosevelt	11.2	.0047	29.2	10.4	17.1	16.4	23.7	3.7	80,977	13,549	7,559	3,611	1,043	24,299	1,604
Rosebud	12.9	.0053	27.0	11.1	19.1	17.8	17.0	4.3	49,365	19,028	4,896	1,380	266	13,692	471
Sanders	9.3	.0039	33.6	7.7	16.4	19.0	28.7	3.8	17,957	8,048	2,183	699	237	795	1,254
Sheridan	5.5	.0023	35.2	10.0	14.8	16.6	33.6	2.1	37,389	11,379	4,183		4,170	1,497	705
Silver Bow	36.0	.0149	34.1	10.1	15.1	17.4	31.2	14.5	201,929	54,305	22,797	16,704	14,522	31,560	11,376
Stillwater	6.2	.0026	35.1	7.5	16.2	17.9	32.3	2.4	29,434	1,752	1,792	1,203	568	6,560	953

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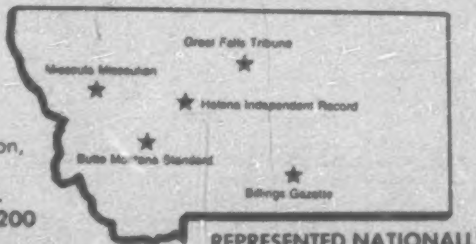

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MONT. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sweet Grass	3.3	.0014	38.1	7.4	14.0	18.7	35.5	1.3	11,665	2,664	910	280	127	1,357	455
Teton	6.6	.0027	35.3	7.6	14.1	18.7	31.7	2.5	16,964	4,375	1,090	1,437	243	5,143	572
Toole	5.5	.0023	32.1	10.1	16.3	17.1	28.2	2.3	25,189	6,392	4,363	592	999	2,689	1,288
Treasure	1.0	.0004	34.0	8.1	15.8	19.4	29.0	.4	683	300	87				
Valley	9.7	.0041	31.6	9.4	16.1	18.5	26.0	3.8	69,213	15,771	5,821	3,738	2,432	12,024	1,696
Wheatland	2.4	.0010	36.0	7.3	15.2	17.6	33.6	.9	7,094	2,325	467	102	141	1,329	374
Wibaux	1.4	.0005	31.5	8.5	17.2	15.5	28.5	.5	9,617	3,299	968	997	343		245
TOTAL METRO COUNTIES	**193.2**	**.0808**	**30.6**	**12.5**	**18.4**	**19.2**	**22.7**	**80.2**	**1,433,792**	**278,271**	**132,989**	**200,423**	**99,378**	**298,983**	**56,797**
TOTAL STATE	**826.7**	**.3474**	**31.0**	**11.9**	**18.0**	**18.3**	**24.4**	**321.6**	**4,706,965**	**1,124,977**	**464,848**	**395,539**	**254,134**	**925,207**	**183,777**

MONT.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BILLINGS	**1,265,111**	**22,260**	**25.5**	**30.7**	**15.4**	**9.0**	**.0550**
Yellowstone	1,265,111	22,260	25.5	30.7	15.4	9.0	.0550
• Billings	835,574	21,015	26.4	28.3	14.7	9.2	.0391
SUBURBAN TOTAL	429,537	23,795	23.9	35.0	16.5	8.7	.0159
GREAT FALLS	**840,338**	**20,527**	**27.9**	**29.8**	**14.3**	**7.2**	**.0321**
Cascade	840,338	20,527	27.9	29.8	14.3	7.2	.0321
• Great Falls	639,654	20,809	26.4	29.5	15.1	7.4	.0251
SUBURBAN TOTAL	200,684	19,770	32.5	30.9	12.0	6.4	.0070
OTHER COUNTIES							
Beaverhead	69,876	16,167	30.9	26.3	8.2	5.1	.0030
Big Horn	80,416	18,011	29.9	27.6	11.7	5.3	.0036
Blaine	47,668	13,226	30.2	23.0	4.4	3.2	.0020
Broadwater	25,201	13,045	38.5	20.3	3.9	2.0	.0010
Carbon	73,978	15,116	33.8	25.7	5.6	3.6	.0027
Carter	9,280	11,381	30.8	17.7	4.3	2.5	.0006
Chouteau	53,392	18,049	33.3	28.1	10.0	6.9	.0018
Custer	121,872	16,229	28.3	25.9	10.4	5.1	.0052
Daniels	22,495	17,067	31.9	26.3	9.0	6.4	.0009
Dawson	136,919	22,325	25.7	33.8	15.5	6.8	.0058
Deer Lodge	102,741	19,975	25.6	33.8	12.1	4.1	.0036
Fallon	40,221	23,300	24.[illegible]	35.1	13.1	9.2	.0016
Fergus	100,172	14,209	31.4	23.5	7.1	4.2	.0042
Flathead	586,152	21,417	26.7	32.7	12.9	7.9	.0217
Gallatin	481,377	19,844	28.7	29.5	12.6	7.5	.0198
Garfield	13,419	15,682	36.4	19.9	9.8	7.3	.0005
Glacier	95,462	19,024	28.3	24.0	15.5	8.2	.0039
Golden Valley	6,963	14,059	36.3	21.2	3.0	3.3	.0002
Granite	23,067	16,038	28.6	28.8	8.0	3.5	.0008
Hill	196,104	22,116	27.0	26.7	17.1	10.4	.0077
Jefferson	61,866	16,782	35.1	28.0	7.5	3.8	.0021
Judith Basin	23,400	17,605	33.3	25.9	8.0	7.8	.0007
Lake	159,740	15,000	32.4	24.9	7.1	3.9	.0062
Lewis and Clark	510,788	21,752	27.1	31.0	15.8	7.4	.0189
Liberty	29,501	18,545	31.3	24.6	10.6	10.7	.0009
Lincoln	130,707	19,483	28.8	34.3	11.2	2.9	.0058
McCone	17,155	14,923	31.6	26.1	6.6	2.8	.0008
Madison	43,515	15,014	32.9	25.9	7.5	3.3	.0018
Meagher	15,257	13,967	31.8	24.7	5.1	3.9	.0007
Mineral	32,212	17,981	29.7	34.0	8.0	1.2	.0012
Missoula	831,265	20,581	27.6	29.9	13.5	8.1	.0318
Musselshell	36,230	14,455	31.3	23.7	6.9	2.6	.0013
Park	136,500	18,977	28.9	29.9	12.5	5.1	.0050
Petroleum	4,063	13,467	39.0	16.0	1.5	6.5	.0000
Phillips	40,998	14,538	34.5	24.0	5.4	2.5	.0020
Pondera	61,494	19,125	26.8	31.2	10.0	6.8	.0024
Powder River	18,215	15,080	35.4	26.4	7.9	3.4	.0006
Powell	51,961	17,118	34.6	28.3	8.0	4.3	.0023
Prairie	10,536	11,138	33.9	14.8	3.9	2.3	.0004
Ravalli	210,761	16,079	31.6	26.5	9.0	3.6	.0072
Richland	155,702	25,991	19.5	30.8	18.3	15.1	.0063
Roosevelt	96,944	19,936	30.0	30.5	10.3	9.0	.0043
Rosebud	111,026	20,589	25.5	26.3	18.1	6.7	.0042
Sanders	70,872	14,184	35.8	23.6	5.7	2.6	.0024
Sheridan	60,890	22,038	25.1	30.8	14.1	10.6	.0023
Silver Bow	344,629	18,611	25.1	29.4	11.6	6.0	.0135
Stillwater	48,319	16,000	31.8	26.4	10.2	2.2	.0020
Sweet Grass	22,965	12,702	33.8	21.6	5.5	2.2	.0010
Teton	58,099	17,690	30.2	26.9	9.8	6.4	.0020
Toole	57,340	18,455	28.4	28.3	11.2	7.3	.0019
Treasure	6,799	13,312	37.8	18.9	6.3	1.8	.0002
Valley	88,947	18,163	29.6	26.4	14.2	4.6	.0039
Wheatland	19,331	16,750	35.5	27.9	6.5	5.4	.0008
Wibaux	9,975	14,375	30.8	24.0	5.0	5.6	.0004
TOTAL METRO COUNTIES	**2,105,449**	**21,526**	**26.4**	**30.5**	**15.0**	**8.3**	**.0871**
TOTAL STATE	**8,083,226**	**19,417**	**28.2**	**29.2**	**12.5**	**6.8**	**.3150**

NEBRASKA

NEB.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LINCOLN	**206.4**	**.0857**	**29.4**	**18.5**	**20.0**	**16.5**	**22.4**	**79.7**	**1,118,391**	**212,683**	**120,398**	**161,922**	**51,230**	**241,353**	**41,343**
Lancaster	206.4	.0857	29.4	18.5	20.0	16.5	22.4	79.7	1,118,391	212,683	120,398	161,922	51,230	241,353	41,343
• Lincoln	183.3	.0761	29.2	19.7	20.2	15.8	22.4	71.9	1,085,870	207,567	113,924	161,576	50,276	238,144	41,252
SUBURBAN TOTAL	23.1	.0096	31.5	9.4	17.9	21.9	21.8	7.8	32,521	5,116	6,474	346	954	3,209	91
OMAHA	**612.4**	**.2543**	**30.3**	**12.1**	**18.6**	**18.8**	**22.4**	**228.3**	**3,837,235**	**735,871**	**368,981**	**517,170**	**259,767**	**886,591**	**114,269**
Douglas	412.8	.1714	30.7	12.3	18.7	17.9	24.1	158.7	2,904,388	568,162	296,671	395,479	245,096	632,169	83,229
• Omaha	343.4	.1426	31.7	13.0	17.0	17.1	27.3	136.2	2,491,778	502,927	270,317	390,666	237,498	560,275	81,904
Sarpy	96.3	.0400	27.2	12.3	20.9	22.9	10.9	30.8	315,391	60,431	25,264	67,428	4,652	75,461	6,956
Washington	15.7	.0065	32.6	10.8	18.5	19.8	26.5	5.7	49,452	8,986	5,066	3,860	1,839	15,404	585
Pottawattamie, Iowa	*87.6*	*.0364*	*31.8*	*11.0*	*16.0*	*18.3*	*26.5*	*33.1*	*568,004*	*98,292*	*41,980*	*50,403*	*8,180*	*163,557*	*23,429*
• Council Bluffs	*56.7*	*.0235*	*31.5*	*12.1*	*16.3*	*16.8*	*27.5*	*21.2*	*478,932*	*84,187*	*34,315*	*48,305*	*7,333*	*150,470*	*21,793*
SUBURBAN TOTAL	212.3	.0882	28.2	10.5	21.6	22.1	13.2	70.9	866,525	148,757	64,349	78,199	14,936	175,846	10,672

NEB. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Adams	30.3	.0126	33.2	13.4	16.0	16.6	30.5	12.0	185,502	22,890	17,421	40,142	6,055	50,758	4,283
Antelope	8.6	.0035	35.2	8.2	14.1	15.6	34.5	3.2	38,122	4,515	2,252	1,741	793	16,919	887
Arthur	.5	.0003	36.9	9.0	11.8	21.4	31.6	.2	1,358	752	151				
Banner	.9	.0003	35.1	8.4	13.8	20.8	29.3	.3	95						
Blaine	.9	.0004	34.1	9.0	13.0	19.6	29.2	.3	2,233	97	98			487	
Boone	7.2	.0030	35.8	8.9	12.8	16.2	34.8	2.6	40,425	8,350	2,537	3,707	625	14,771	808
Box Butte	15.0	.0062	29.8	12.8	19.3	15.1	24.8	5.5	61,792	19,859	5,254	4,115	1,414	13,755	2,489
Boyd	3.3	.0014	43.2	8.9	11.3	15.4	42.6	1.3	7,514	2,607	572	396	186	1,368	
Brown	4.2	.0017	36.1	8.4	14.1	17.0	34.3	1.7	22,298	6,365	1,907	454	643	7,423	552
Buffalo	37.9	.0158	28.6	19.1	17.1	14.8	24.2	13.8	240,066	49,618	27,931	20,431	11,493	63,094	3,690
Burt	8.8	.0036	39.8	7.6	12.9	16.4	38.9	3.5	36,835	7,882	2,614	1,511	3,650	6,925	1,740
Butler	9.2	.0038	37.1	8.4	13.1	15.8	36.5	3.4	21,115	5,026	1,485	1,428	699	3,243	971
Cass	22.1	.0092	32.8	9.7	13.9	19.5	26.9	7.9	56,972	13,652	6,029	2,600	590	17,181	804
Cedar	11.1	.0046	33.1	9.2	13.0	14.5	33.1	4.0	28,051	6,286	2,136	432	899	5,913	678
Chase	5.0	.0021	34.3	8.1	14.4	17.7	31.3	1.9	27,475	7,938	1,311	422	746	12,656	910
Cherry	6.9	.0029	34.5	9.8	14.7	18.9	30.4	2.6	47,920	11,571	2,517	5,275	2,092	11,889	747
Cheyenne	10.0	.0041	34.9	10.4	14.1	17.1	32.8	4.0	125,816	15,156	4,795	12,819	1,778	18,219	4,532
Clay	8.1	.0034	35.3	9.2	13.8	16.9	33.4	3.0	27,615	6,178	2,172	187	503	11,707	92
Colfax	9.7	.0040	36.0	9.3	12.9	15.7	36.0	3.7	35,869	9,395	4,259	3,669	630	8,787	311
Cuming	11.5	.0048	34.9	9.1	13.1	16.5	33.4	4.1	58,163	12,415	3,738	1,016	789	20,391	1,302
Custer	13.7	.0057	37.8	7.8	13.7	16.5	36.8	5.3	80,958	14,668	4,164	9,370	2,207	23,030	3,544
☐ Dakota	18.1	.0075	29.5	11.1	18.8	17.1	22.5	6.5	64,896	11,877	8,521	765	4,573	13,053	1,541
Dawes	9.5	.0039	30.2	19.1	14.8	14.0	28.9	3.5	53,926	12,865	5,225	2,123	1,736	16,765	1,458
Dawson	23.2	.0097	32.6	9.5	16.5	17.5	28.5	8.8	147,775	27,243	10,836	9,656	4,615	36,654	4,386
Deuel	2.4	.0010	40.8	7.2	11.5	16.6	40.3	1.0	30,032	837	3,970		879	4,206	267
Dixon	7.1	.0029	35.3	8.9	13.4	16.2	34.1	2.7	11,708	2,855	1,637	240	333	2,668	454
Dodge	35.9	.0149	33.7	11.0	15.2	17.8	30.2	[illegible]	216,025	42,010	19,800	21,301	6,120	73,161	6,413
Dundy	2.9	.0012	40.7	8.2	13.6	15.4	40.5	1.2	11,090	1,767	766	583	153	3,821	231
Fillmore	7.7	.0032	38.1	7.5	14.0	16.9	36.9	3.0	36,022	5,800	4,182	4,566	1,456	5,756	1,381
Franklin	4.4	.0019	43.3	7.0	11.4	16.3	43.3	1.7	15,910	3,916	1,380	332	434	3,812	436
Frontier	3.6	.0015	34.4	11.4	14.1	17.9	31.3	1.4	11,475	2,016	392			3,544	198
Furnas	6.5	.0027	42.4	7.7	12.4	14.8	42.8	2.6	28,613	7,037	1,961	526	1,167	11,931	1,071
Gage	24.1	.0100	36.9	9.8	14.8	17.4	35.0	9.1	130,853	24,674	9,615	10,865	3,853	38,943	3,449
Garden	2.7	.0011	42.4	7.3	12.6	18.3	40.9	1.0	7,512	2,207	1,098	251	176	358	334
Garfield	2.5	.0010	40.0	7.0	11.8	18.0	38.8	1.0	16,529	3,762	190		256	2,218	678
Gosper	2.1	.0009	37.3	8.7	13.0	18.2	34.7	.8	3,887	1,103	790				
Grant	.9	.0004	32.0	9.8	16.1	18.6	26.7	.3	3,697	656	388	550	515	147	
Greeley	3.4	.0014	36.4	8.1	11.6	15.5	36.0	1.2	12,815	1,650	650	773	94	1,215	702
Hall	50.1	.0208	31.5	10.5	17.8	17.5	26.3	18.8	368,776	44,425	32,712	76,217	19,075	90,674	6,006
Hamilton	9.4	.0039	33.3	9.0	15.8	18.1	29.1	3.4	34,110	5,559	1,872	3,405	1,850	10,116	2,140
Harlan	4.3	.0018	40.6	7.2	13.2	16.5	40.1	1.7	20,511	3,636	1,569	1,306	1,021	6,116	446
Hayes	1.3	.0005	34.9	8.2	15.2	18.2	31.6	.5	4,172	1,603	677				
Hitchcock	4.1	.0017	36.2	8.5	14.1	16.0	35.3	1.5	8,195	2,329	664		162	1,108	127
Holt	14.0	.0058	32.9	9.5	14.6	16.2	30.8	5.1	76,420	17,548	3,440	7,783	2,081	21,264	1,446
Hooker	.9	.0004	38.4	6.7	13.0	16.9	37.0	.4	3,307	1,198	105	194		767	81
Howard	6.8	.0028	35.4	8.0	13.1	17.1	33.4	2.4	23,422	4,575	1,655	916	1,954	5,260	482
Jefferson	9.6	.0040	39.4	9.6	13.3	16.4	38.7	3.7	49,534	9,550	2,620	7,327	3,097	13,022	1,623
Johnson	5.0	.0021	40.9	7.7	11.7	16.5	40.4	2.0	18,571	2,173	1,405	1,463	1,165	2,281	704
Kearney	7.1	.0029	35.5	9.1	15.0	18.1	32.6	2.6	27,421	1,224	2,976	2,799	3,748	4,173	1,015
Keith	9.8	.0041	34.2	9.3	14.8	19.5	29.4	3.8	99,803	12,555	6,117	6,525	4,271	31,170	1,112
Keya Paha	1.3	.0005	35.0	8.8	13.0	18.5	31.5	.5	2,864	653	174				
Kimball	4.8	.0020	34.2	9.5	14.2	18.0	30.9	1.9	28,819	7,138	2,461	1,629	1,919	8,002	749
Knox	11.2	.0047	37.0	8.3	13.0	15.8	36.4	4.1	33,210	7,279	3,201	767	1,017	8,713	440
Lincoln	35.1	.0146	31.2	10.8	17.0	17.8	25.8	13.0	221,887	34,815	18,556	33,341	9,182	53,045	7,667
Logan	1.0	.0004	33.0	8.6	14.7	17.3	29.7	.4	965	245	159	320			
Loup	.9	.0003	37.5	9.9	10.8	19.2	34.1	.3	703	429	79				
McPherson	.6	.0003	37.7	10.0	10.8	16.9	36.0	.2	1,892	1,323					
Madison	33.6	.0139	31.7	13.2	16.5	15.9	28.7	12.6	215,095	47,381	14,929	25,908	18,736	42,061	6,937

There's nothing average about Omaha's sales per household

In fact Omaha's sales per household are higher than the national average in these retail sales categories:

- ***15% higher in automotive dealer sales***
- ***27% higher in major household appliances***
- ***3% higher in eating and drinking place sales***
- ***64% higher in furniture and sleep equipment***
- ***8% higher in grocery and other food sales***
- ***13% higher in building materials and hardware sales***
- ***20% higher in general merchandise stores***

World-Herald Coverage
Metropolitan Statistical Area
Sunday 71% 160,604
Daily 60% 137,230
107 County Market Area
Sunday 39% 276,978
Daily 31% 217,861
March 31, 1986 Audit Bureau of Circulations' audit report.

Represented nationally by CWO&O.

Omaha World-Herald

For more information call George Kaplan, National Sales Manager, [illegible]

NEB. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Merrick	8.9	.0037	34.2	8.7	14.1	18.0	30.8	3.2	38,424	10,067	2,536	407	641	4,474	421
Morrill	6.0	.0025	35.0	9.0	14.2	17.5	32.5	2.4	16,551	2,896	905	1,847	184	7,158	161
Nance	4.4	.0019	36.7	8.5	12.7	16.2	35.6	1.7	9,798	3,951	1,226	492	207	568	103
Nemaha	8.6	.0035	34.6	12.2	15.6	14.8	34.6	3.2	31,946	5,984	3,140	3,793	578	8,039	952
Nuckolls	6.6	.0028	39.0	7.9	12.6	16.9	37.8	2.6	27,102	7,035	1,343	2,364	715	3,093	948
Otoe	15.4	.0064	38.0	8.3	13.4	16.7	36.8	6.0	89,102	22,587	5,255	8,989	1,542	27,936	2,252
Pawnee	3.7	.0015	46.0	6.8	11.0	15.7	45.7	1.5	13,096	2,890	598		635	4,123	454
Perkins	3.9	.0016	36.2	8.1	14.3	17.0	34.4	1.5	11,117	1,949	457	691	94	1,486	288
Phelps	9.9	.0041	35.9	8.7	15.2	17.6	33.5	3.6	76,608	14,353	3,706	3,413	3,557	21,481	2,612
Pierce	8.5	.0036	35.4	9.4	12.8	17.0	33.7	3.1	32,472	4,520	2,849	252	692	10,299	302
Platte	30.0	.0124	31.1	10.8	16.7	17.4	26.0	10.8	148,527	32,475	15,775	16,427	6,014	33,671	2,785
Polk	6.1	.0026	37.4	6.8	13.9	16.3	36.6	2.3	21,143	3,576	1,416	3,226	122	1,860	1,285
Red Willow	12.9	.0053	33.7	11.2	14.8	16.9	31.3	5.0	97,483	17,671	8,302	10,214	4,217	33,128	2,152
Richardson	10.6	.0044	40.8	8.1	12.5	15.9	40.8	4.3	54,549	13,328	3,758	4,905	2,377	14,945	1,849
Rock	2.4	.0010	35.5	8.0	16.8	16.8	30.8	.9	9,604	1,262	695	308		2,919	457
Saline	13.1	.0054	36.4	12.6	13.2	15.2	36.3	5.0	60,900	12,737	5,586	7,858	7,236	6,970	2,803
Saunders	19.2	.0080	34.5	8.5	14.7	18.2	31.1	6.9	64,016	18,164	4,595	3,182	7,242	10,800	1,022
Scotts Bluff	39.1	.0162	32.2	10.2	16.4	17.4	27.9	14.5	250,436	62,807	19,309	23,799	10,008	60,287	3,631
Seward	16.4	.0069	31.1	16.1	14.7	16.2	28.1	5.8	58,832	10,564	5,231	6,808	3,664	13,455	1,830
Sheridan	7.7	.0031	35.9	6.4	13.9	16.4	34.7	2.9	44,409	12,405	3,875	520	1,018	8,815	1,777
Sherman	4.1	.0018	39.0	7.1	11.4	15.9	38.4	1.5	9,747	1,683	789		1,030	1,649	363
Sioux	1.8	.0007	35.7	8.8	14.0	20.8	30.2	.7	3,373	398	78	1,435		789	
Stanton	6.8	.0028	30.2	9.9	16.4	17.2	24.9	2.4	6,409	887	1,923	222	70	440	
Thayer	7.5	.0031	40.4	7.5	13.0	15.6	40.4	2.8	42,849	9,450	2,486	1,575	103	7,714	1,941
Thomas	1.0	.0005	32.2	9.3	16.3	19.3	26.2	.4	3,393	464	333			1,388	
Thurston	7.4	.0030	31.5	9.4	13.7	16.8	20.4	2.4	30,043	5,163	1,281	612	659	5,748	917
Valley	5.7	.0024	38.2	7.7	13.5	15.9	37.7	2.2	26,117	5,857	1,314	2,543	360	5,254	1,093
Wayne	10.0	.0042	29.1	23.1	12.8	15.4	27.0	3.4	39,918	7,927	4,151	4,614	950	12,139	1,402
Webster	4.7	.0019	43.0	6.1	11.0	16.8	42.5	1.9	14,403	1,368	1,259		814	4,438	1,050
Wheeler	1.0	.0004	30.5	9.9	15.5	15.3	27.8	.4	909	339	460				
York	15.0	.0063	33.4	10.9	15.8	17.2	30.3	5.7	87,460	18,189	8,473	7,420	1,426	23,440	2,128
TOTAL METRO COUNTIES	749.3	.3111	29.9	14.0	19.3	18.1	22.0	281.4	4,452,518	862,139	456,120	629,454	307,280	977,449	133,434
TOTAL STATE	1,622.4	.6737	31.7	12.1	17.0	17.4	27.0	608.8	5,997,294	1,746,347	830,818	1,078,771	490,392	2,128,433	251,375

NEB.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LINCOLN	2,895,531	27,402	21.2	28.6	19.1	17.0	.0928
Lancaster	2,895,531	27,402	21.2	28.6	19.1	17.0	.0928
• Lincoln	2,577,543	26,853	21.7	28.3	18.8	16.4	.0846
SUBURBAN TOTAL	317,988	31,562	16.3	32.0	22.0	20.5	.0082
OMAHA	8,129,004	27,245	21.0	28.8	18.9	16.6	.2785
Douglas	5,797,884	27,641	20.4	27.4	18.6	18.2	.2002
• Omaha	4,690,358	25,469	22.0	27.3	16.9	16.5	.1702
Sarpy	1,185,536	30,834	19.3	33.2	23.0	17.7	.0359
Washington	173,297	23,884	23.0	33.5	15.7	9.5	.0055
Pottawattamie, Iowa	*972,287*	*22,960*	*24.5*	*30.6*	*16.7*	*9.3*	*.0369*
• Council Bluffs	*623,953*	*21,649*	*26.0*	*30.1*	*15.8*	*7.8*	*.0262*
SUBURBAN TOTAL	2,814,693	31,825	17.3	31.3	23.6	19.6	.0821
OTHER COUNTIES							
Adams	338,373	21,087	25.2	30.5	13.9	8.2	.0126

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Antelope	61,115	13,482	29.8	20.9	6.9	3.8	.0026
Arthur	4,346	14,333	33.5	16.5	8.0	6.5	.0002
Banner	7,605	16,333	40.0	23.3	10.7	5.3	.0002
Blaine	4,936	11,733	37.4	14.3	3.0	4.0	.0002
Boone	49,598	11,971	29.4	19.7	4.2	4.8	.0023
Box Butte	154,327	22,144	25.6	32.6	15.6	7.0	.0054
Boyd	17,790	9,667	33.0	11.3	2.0	1.7	.0007
Brown	30,130	12,288	33.7	18.6	3.7	3.6	.0015
Buffalo	402,329	21,230	26.6	29.4	14.4	9.2	.0153
Burt	77,405	15,752	32.4	25.0	7.7	4.9	.0030
Butler	70,192	15,083	31.5	25.1	6.2	4.6	.0025
Cass	230,602	23,171	25.8	32.4	17.0	8.1	.0072
Cedar	83,942	13,894	32.6	20.5	6.6	5.3	.0030
Chase	41,972	16,214	29.8	26.3	8.6	4.8	.0017

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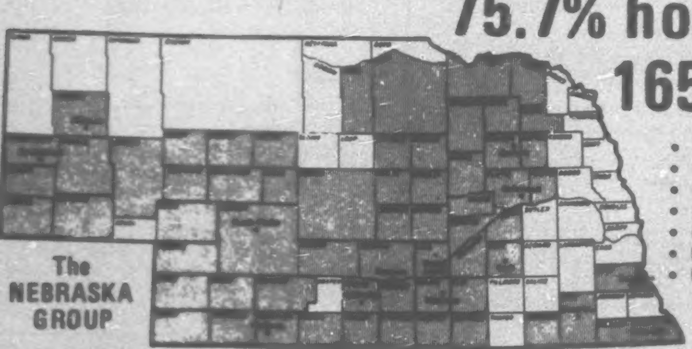

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NEB. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Cherry	52,225	13,764	39.0	17.9	6.3	4.2	.0026
Cheyenne	112,285	21,437	23.5	29.2	13.9	9.7	.0055
Clay	70,444	17,687	29.2	28.5	10.5	5.0	.0025
Colfax	86,059	16,685	30.0	26.0	9.4	5.9	.0032
Cuming	89,067	15,683	32.6	26.5	8.9	5.3	.0037
Custer	112,725	15,109	33.2	23.6	6.4	5.3	.0050
☐ Dakota	181,213	22,508	24.1	35.7	14.2	7.3	.0061
Dawes	91,250	17,214	28.2	24.5	10.3	8.8	.0025
Dawson	240,553	21,028	27.0	34.0	13.9	6.4	.0094
Deuel	26,830	19,727	30.8	30.6	10.7	7.8	.0014
Dixon	53,160	13,742	31.8	22.3	6.4	4.2	.0018
Dodge	385,736	20,913	26.7	30.0	13.9	8.0	.0145
Dundy	27,034	15,811	29.8	24.4	8.3	5.3	.0010
Fillmore	65,056	16,057	34.4	25.6	7.8	4.4	.0025
Franklin	39,049	16,135	30.7	25.6	7.2	5.9	.0015
Frontier	34,224	17,317	31.0	26.0	8.8	7.7	.0011
Furnas	50,623	13,865	32.8	22.6	6.7	2.6	.0020
Gage	238,468	19,115	29.4	28.4	11.8	7.3	.0091
Garden	21,266	14,919	35.3	24.5	6.8	3.6	.0009
Garfield	14,602	10,529	33.5	13.7	4.8	.7	.0007
Gosper	19,292	17,810	29.1	28.0	10.0	6.3	.0006
Grant	5,254	13,167	37.6	19.4	6.3	1.3	.0003
Greeley	21,026	11,340	28.3	19.8	3.4	4.1	.0009
Hall	535,846	21,625	26.3	31.6	14.3	8.0	.0217
Hamilton	83,093	18,410	33.4	31.0	8.7	5.8	.0029
Harlan	39,824	16,822	27.4	24.5	11.0	5.7	.0016
Hayes	11,722	15,273	33.0	22.8	10.0	6.6	.0004
Hitchcock	33,364	16,558	33.4	26.1	8.7	4.5	.0011
Holt	94,590	13,357	34.5	20.7	5.6	3.1	.0045
Hooker	5,691	10,300	35.7	15.8	1.0	.3	.0003
Howard	46,459	14,288	37.1	22.6	6.3	2.7	.0018
Jefferson	90,334	17,661	29.9	27.7	10.9	4.6	.0034
Johnson	41,795	14,828	32.4	23.6	6.9	3.0	.0017
Kearney	75,013	21,015	27.5	30.1	13.4	9.4	.0024
Keith	110,463	22,611	25.6	32.6	15.1	8.9	.0051
Keya Paha	9,514	11,960	33.8	16.4	4.0	6.0	.0003
Kimball	57,340	22,293	26.5	29.6	13.2	11.4	.0021
Knox	85,219	14,329	31.7	21.5	7.9	4.6	.0031
Lincoln	398.517	24,034	23.0	33.1	17.7	9.1	.0149
Logan	6,369	11,667	36.7	13.8	5.3	2.0	.0001
Loup	7,161	17,100	32.6	26.3	8.7	5.7	.0003
McPherson	3,873	13,429	32.5	23.5	1.5	3.5	.0002
Madison	359,972	21,408	25.7	29.6	14.6	9.1	.0138
Merrick	68,370	16,649	31.5	30.8	6.3	3.1	.0028
Morrill	38,554	11,420	33.0	17.7	4.3	1.8	.0016
Nance	36,239	15,327	31.9	24.5	7.6	4.2	.0012
Nemaha	100,422	21,584	23.7	27.3	15.3	11.6	.0032
Nuckolls	51,125	14,941	36.3	23.0	6.3	3.1	.0019
Otoe	162,256	19,879	26.5	29.5	12.4	7.8	.0062
Pawnee	25,432	11,968	33.0	18.3	4.9	2.1	.0010
Perkins	44,705	22,233	23.5	27.2	14.3	13.0	.0014
Phelps	107,631	21,696	25.3	28.4	15.9	9.6	.0043
Pierce	60,357	14,317	35.9	24.3	4.4	3.6	.0026
Platte	295,020	21,687	25.5	32.8	14.2	7.2	.0108
Polk	47,808	15,422	33.7	25.1	7.7	3.6	.0020
Red Willow	140,631	20,449	27.6	28.1	13.9	9.1	.0056
Richardson	83,740	13,696	34.2	20.3	7.0	3.4	.0035
Rock	20,933	16,559	33.6	23.6	8.9	6.0	.0009
Saline	134,991	19,965	24.9	31.0	12.4	6.6	.0048
Saunders	172,250	18,856	29.9	30.3	11.7	5.1	.0060
Scotts Bluff	380,080	19,193	29.8	28.7	11.8	7.3	.0154
Seward	176,040	22,302	25.7	32.9	13.3	9.8	.0059
Sheridan	59,772	13,882	28.0	23.6	6.6	5.3	.0025
Sherman	24,095	12,242	36.1	19.4	3.3	1.4	.0011
Sioux	19,059	19,050	30.2	26.8	11.9	8.7	.0005
Stanton	49,724	16,192	32.8	27.3	8.1	2.8	.0016
Thayer	66,171	17,436	29.7	29.3	7.9	6.0	.0028
Thomas	8,812	15,737	37.7	26.2	5.3	4.8	.0002
Thurston	51,617	15,160	33.2	23.1	7.7	4.8	.0023
Valley	42,098	13,366	34.6	19.8	6.2	3.4	.0017
Wayne	92,932	19,181	27.7	27.1	13.6	7.6	.0034
Webster	38,224	14,018	29.7	23.4	7.1	3.4	.0013
Wheeler	9,053	16,533	38.7	26.0	5.5	3.3	.0003
York	157,128	20,265	28.2	29.5	13.2	8.0	.0059
TOTAL METRO COUNTIES	10,233,461	27,715	20.7	28.7	19.1	17.4	.3405
TOTAL STATE	18,525,879	22,143	26.0	28.3	14.9	11.6	.6890

NEVADA

NEV.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
LAS VEGAS	554.2	.2301	31.5	11.9	19.2	21.7	21.6	223.6	4,102,066	842,831	418,583	534,532	229,773	800,477	157,995
Clark	554.2	.2301	31.5	11.9	19.2	21.7	21.6	223.6	4,102,066	842,831	418,583	534,532	229,773	800,477	157,995
• Las Vegas	188.2	.0781	31.8	11.6	18.5	21.3	22.8	76.2	1,648,846	318,806	158,792	172,913	98,871	319,599	65,219
North Las Vegas	47.8	.0198	25.3	14.2	17.9	18.1	14.6	15.6	122,203	31,218	15,082	12,702	8,642	9,253	7,880
SUBURBAN TOTAL	366.0	.1520	31.3	12.1	19.5	21.9	21.0	147.4	2,453,220	524,025	259,791	361,619	130,902	480,878	92,776
RENO	217.4	.0902	32.4	12.8	20.8	21.1	23.4	92.5	1,999,162	301,696	170,229	326,122	83,941	370,848	58,219
Washoe	217.4	.0902	32.4	12.8	20.8	21.1	23.4	92.5	1,999,162	301,696	170,229	326,122	83,941	370,848	58,219

LAS VEGAS PERSPECTIVE
1986

1986 MARKET BOOK
LAS VEGAS PERSPECTIVE
Latest demos on the growing Southern Nevada area
LAS VEGAS REVIEW-JOURNAL
Nevada's Largest Newspaper
105,478 Daily 122,090 Sunday
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Las Vegas Review-Journal P.O. [illegible] Las Vegas, NV [illegible]
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NEV. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Reno	108.0	.0448	33.0	14.5	21.5	19.4	26.2	50.2	1,411,368	232,336	117,231	236,744	67,977	308,851	33,172
Sparks	49.6	.0206	31.0	12.5	21.0	21.1	20.6	19.8	358,297	98,708	27,891	71,816	10,284	42,250	14,582
SUBURBAN TOTAL	109.4	.0454	31.7	11.0	20.2	22.8	20.6	42.3	587,794	149,360	52,998	89,378	15,964	61,997	25,047
OTHER COUNTIES															
Carson City	36.3	.0150	33.9	10.4	18.5	21.7	26.2	14.8	312,332	75,178	26,953	24,225	12,025	65,511	21,170
Carson City	36.3	.0150	33.9	10.4	18.5	21.7	26.2	14.8	312,332	75,178	26,953	24,225	12,025	65,511	21,170
Churchill	15.4	.0064	32.7	11.5	15.6	19.0	27.3	5.9	95,828	29,820	7,326	1,807	3,649	25,291	183
Douglas	23.4	.0097	33.5	8.1	21.4	22.5	24.3	9.4	96,163	26,706	7,197	79	4,173	5,731	2,148
Elko	21.0	.0087	31.7	9.7	17.1	21.1	23.3	8.4	180,119	37,064	16,315	4,998	4,248	35,188	10,025
Esmeralda	1.1	.0005	36.1	8.7	15.6	18.9	32.8	.3	6,046	83	687	1,393			
Eureka	1.4	.0005	31.0	11.2	17.9	20.1	22.7	.5	3,890	1,227	694			351	
Humboldt	11.5	.0048	31.2	10.9	18.5	20.4	22.5	4.4	116,566	31,685	10,933	1,360	1,683	12,021	
Lander	4.8	.0020	28.1	13.5	20.0	20.0	16.1	1.9	18,580	6,201	2,693		189	1,731	1,153
Lincoln	3.9	.0016	30.3	8.7	13.8	17.8	25.8	1.4	9,041	1,875	1,077	2,162	83	391	296
Lyon	16.6	.0069	34.4	8.3	15.7	20.0	29.1	6.5	68,515	24,209	4,752	1,687	1,405	10,047	1,381
Mineral	6.1	.0026	34.0	8.5	15.2	19.8	28.7	2.5	33,681	10,177	1,925	2,979	180	4,024	560
Nye	14.5	.0060	33.4	10.1	15.8	20.9	26.6	5.8	63,051	19,885	5,212	570	297	10,378	1,815
Pershing	3.6	.0015	33.4	10.9	15.8	19.8	27.7	1.4	39,113	6,310	3,402	975	110	2,552	143
Storey	1.7	.0007	34.1	11.1	18.0	22.2	26.1	.6	4,693	610	1,464		93	146	
White Pine	8.0	.0034	33.9	7.7	16.0	19.3	28.9	3.2	50,148	15,050	4,228	2,705	1,554	8,037	1,563
TOTAL METRO COUNTIES	**771.6**	**.3203**	**31.7**	**12.2**	**19.5**	**21.5**	**22.2**	**316.1**	**6,101,228**	**1,224,527**	**588,812**	**840,654**	**313,714**	**1,171,325**	**216,214**
TOTAL STATE	**940.9**	**.3906**	**32.0**	**11.7**	**19.3**	**21.4**	**22.7**	**383.1**	**7,198,994**	**1,510,607**	**683,670**	**905,594**	**343,403**	**1,352,724**	**256,651**

NEV.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LAS VEGAS	**6,590,562**	**24,007**	**25.2**	**29.4**	**16.3**	**12.9**	**.2519**
Clark	6,590,562	24,007	25.2	29.4	16.3	12.9	.2519
• Las Vegas	2,187,092	23,103	24.6	28.5	16.1	12.1	.0901
North Las Vegas	388,674	21,053	29.0	31.4	13.8	7.4	.0135
SUBURBAN TOTAL	4,403,470	24,458	25.5	29.8	16.5	13.3	.1618
RENO	**2,936,766**	**25,751**	**24.4**	**28.8**	**17.6**	**15.6**	**.1136**
Washoe	2,936,766	25,751	24.4	28.8	17.6	15.6	.1136
• Reno	1,488,229	23,094	26.9	28.0	15.1	13.8	.0659
Sparks	623,839	28,054	23.1	29.6	21.9	14.6	.0230
SUBURBAN TOTAL	1,448,537	28,898	21.5	29.3	20.6	17.9	.0477
OTHER COUNTIES							
Carson City	434,515	24,842	23.9	30.2	17.1	13.1	.0174
Carson City	434,515	24,842	23.9	30.2	17.1	13.1	.0174
Churchill	132,934	17,475	32.0	25.9	10.7	6.1	.0057
Douglas	320,566	26,759	22.0	33.9	18.2	14.1	.0098
Elko	241,017	23,037	24.0	29.5	14.9	13.1	.0099
Esmeralda	10,665	31,400	18.4	25.9	19.7	22.7	.0004
Eureka	13,922	22,125	23.6	27.2	11.8	14.4	.0004
Humboldt	99,861	16,229	33.3	23.8	11.0	5.8	.0053
Lander	55,733	25,667	19.7	33.2	19.3	11.3	.0018
Lincoln	31,425	18,750	29.4	28.9	11.3	6.1	.0011
Lyon	163,222	20,526	27.2	28.6	14.4	8.2	.0058
Mineral	69,756	23,232	23.5	31.7	13.9	11.6	.0024
Nye	154,031	22,867	23.5	29.0	18.0	9.2	.0053
Pershing	42,136	23,062	22.4	27.1	12.2	17.9	.0019
Storey	16,632	23,286	26.3	33.1	15.5	8.7	.0005
White Pine	96,156	24,706	21.6	28.3	18.4	13.7	.0035
TOTAL METRO COUNTIES	**9,527,328**	**24,511**	**25.0**	**29.1**	**16.7**	**13.7**	**.3655**
TOTAL STATE	**11,409,899**	**24,180**	**25.0**	**29.2**	**16.5**	**13.3**	**.4367**

NEW HAMPSHIRE

N.H.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MANCHESTER - NASHUA	**301.9**	**.1254**	**31.5**	**11.1**	**18.6**	**19.5**	**24.0**	**110.1**	**2,507,541**	**470,846**	**206,717**	**424,481**	**120,803**	**524,488**	**60,760**
Hillsborough	301.9	.1254	31.5	11.1	18.6	19.5	24.0	110.1	2,507,541	470,846	206,717	424,481	120,803	524,488	60,760
• Manchester	96.8	.0402	32.7	12.9	17.3	16.2	29.9	38.7	1,005,438	140,353	90,715	194,530	50,411	250,513	24,690
• Nashua	74.1	.0308	31.4	11.6	19.2	19.5	23.6	28.3	761,601	118,294	56,250	114,442	37,958	202,788	16,254
SUBURBAN TOTAL	131.0	.0544	30.7	9.5	19.2	21.9	19.8	43.1	740,502	212,199	59,752	115,509	32,434	71,187	19,816
PORTSMOUTH - DOVER - ROCHESTER	**310.5**	**.1289**	**30.8**	**12.8**	**19.0**	**19.6**	**22.5**	**112.3**	**2,284,942**	**500,551**	**203,068**	**181,146**	**102,047**	**500,809**	**60,602**
Rockingham	219.0	.0909	31.2	10.7	20.1	20.4	22.0	79.6	1,766,715	366,157	161,780	153,992	86,583	377,563	47,321
• Portsmouth	29.2	.0121	29.1	16.6	20.3	15.8	22.2	11.0	471,649	55,376	52,402	20,410	18,308	129,208	7,487
Strafford	91.5	.0380	29.8	17.8	16.5	17.6	23.8	32.7	518,227	134,394	41,288	27,154	15,464	123,246	13,281
• Dover	23.2	.0096	31.8	15.5	16.9	17.5	27.0	9.1	195,469	45,626	20,717	7,731	11,269	43,711	5,041
• Rochester	23.1	.0096	32.8	10.7	16.6	18.7	27.7	8.7	208,448	60,221	9,448	16,092	2,994	46,393	5,563
SUBURBAN TOTAL	235.0	.0976	30.8	12.3	19.3	20.3	21.6	83.5	1,409,376	339,328	120,501	136,913	69,476	281,497	42,511
OTHER COUNTIES															
Belknap	47.0	.0196	33.6	9.5	17.5	18.4	29.2	17.8	453,365	107,932	40,354	24,362	15,538	124,011	9,633
Carroll	31.9	.0132	36.5	8.3	17.1	18.2	33.7	13.3	276,990	62,557	33,331	17,777	12,440	32,650	5,308
Cheshire	64.7	.0269	32.4	12.6	17.0	18.2	27.4	23.5	396,293	80,418	30,867	35,383	9,467	90,025	7,071
Coos	34.0	.0141	34.5	9.5	15.5	17.6	31.6	13.0	221,182	54,968	14,734	16,957	5,728	47,264	6,431
Grafton	69.0	.0286	31.3	16.5	17.2	17.3	26.3	25.3	585,240	183,364	46,020	48,893	24,974	91,832	9,267
Merrimack	104.5	.0434	32.6	11.0	18.5	18.7	26.8	38.3	708,482	185,435	61,209	68,494	15,957	158,293	16,389
Sullivan	37.2	.0155	33.3	9.5	17.3	18.1	29.0	14.6	200,963	49,005	9,734	16,017	6,387	43,230	8,798
TOTAL METRO COUNTIES	**612.4**	**.2543**	**31.1**	**12.0**	**18.8**	**19.5**	**23.2**	**222.4**	**4,792,483**	**971,397**	**409,785**	**605,627**	**222,850**	**1,025,297**	**121,362**
TOTAL STATE	**1,000.7**	**.4156**	**31.8**	**11.8**	**18.2**	**19.0**	**25.2**	**363.2**	**7,634,998**	**1,694,086**	**646,034**	**833,510**	**313,341**	**1,612,602**	**184,259**

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N.H.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
MANCHESTER - NASHUA	4,190,087	31,088	18.4	26.8	20.7	22.5	.1539
Hillsborough	4,190,087	31,088	18.4	26.8	20.7	22.5	.1539
• Manchester	1,256,705	25,752	22.2	27.8	17.9	15.5	.0521
• Nashua	1,098,408	32,108	17.7	26.5	21.6	23.5	.0421
SUBURBAN TOTAL	1,834,974	35,304	15.4	26.1	22.6	28.0	.0597
PORTSMOUTH - DOVER - ROCHESTER	4,092,179	29,772	18.8	28.6	20.5	19.8	.1480
Rockingham	3,027,149	31,370	17.8	28.0	21.5	21.9	.1103
• Portsmouth	357,203	24,088	25.8	30.4	16.9	12.8	.0189
Strafford	1,065,030	26,016	21.2	29.7	18.5	14.7	.0377
• Dover	286,413	25,362	21.5	29.3	17.4	15.0	.0112
• Rochester	266,359	25,712	21.4	31.6	19.3	12.1	.0112
SUBURBAN TOTAL	3,182,204	31,547	17.3	28.0	21.6	22.0	.1067
OTHER COUNTIES							
Belknap	484,494	21,086	27.9	30.3	14.3	8.3	.0223
Carroll	344,464	19,405	31.0	29.4	10.8	8.1	.0147
Cheshire	716,254	24,049	24.2	32.2	16.5	11.1	.0267
Coos	335,493	20,901	26.1	31.4	13.3	7.5	.0136
Grafton	752,281	21,883	27.1	30.5	13.3	11.1	.0317
Merrimack	1,245,943	25,549	23.3	31.5	17.7	13.6	.0461
Sullivan	394,804	21,673	27.0	32.1	14.7	7.6	.0144
TOTAL METRO COUNTIES	8,282,266	30,409	18.6	27.7	20.6	21.1	.3019
TOTAL STATE	12,556,999	26,965	21.5	29.1	18.4	16.9	.4714

NEW JERSEY

N.J.
S&MM ESTIMATES

POPULATION—12/31/85

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group — 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ATLANTIC CITY	305.1	.1266	35.8	10.8	15.1	16.6	34.4	118.8
Atlantic	209.6	.0870	34.6	11.1	15.5	17.1	32.3	79.7
• Atlantic City	37.7	.0157	40.4	10.0	12.6	14.2	41.1	16.2
Cape May	95.5	.0396	38.9	10.2	14.1	15.5	38.8	39.1
SUBURBAN TOTAL	267.4	.1109	35.3	10.9	15.4	16.9	33.5	102.6

RETAIL SALES BY STORE GROUP 1985

METRO AREA / County / City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTIC CITY	2,276,243	484,932	320,495	202,991	91,137	392,788	67,342
Atlantic	1,531,554	296,835	185,965	157,768	68,840	242,257	43,239
• Atlantic City	391,156	36,424	63,343	16,482	5,630	55,398	10,812
Cape May	744,689	188,097	134,530	45,223	22,297	150,531	24,103
SUBURBAN TOTAL	1,885,087	448,508	257,132	186,509	85,507	337,390	56,530

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N.J. (cont.) S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BERGEN - PASSAIC	**1,293.4**	**.5371**	**35.7**	**10.2**	**16.0**	**20.3**	**30.6**	**476.7**	**10,080,540**	**1,919,563**	**909,171**	**1,143,155**	**659,399**	**1,941,861**	**294,094**
Bergen	842.1	.3497	36.9	10.0	15.7	20.9	32.0	315.6	7,145,874	1,439,344	622,663	743,978	479,774	1,470,192	230,819
Passaic	451.3	.1874	33.4	10.9	16.3	19.2	28.2	161.1	2,934,666	480,219	286,508	399,177	179,625	471,669	63,275
Clifton	75.6	.0311	40.7	10.5	15.8	16.7	39.8	30.4	550,951	117,387	68,166	20,981	11,879	112,923	10,436
Passaic	53.8	.0223	32.0	10.9	17.0	17.9	27.0	20.5	209,317	17,477	16,726	5,477	11,095	23,394	7,329
• Paterson	136.4	.0566	29.7	11.6	17.0	17.8	23.2	47.5	470,981	103,572	33,632	27,054	31,234	97,826	16,751
Wayne Township	47.7	.0198	36.3	10.3	13.4	23.7	28.4	15.3	870,581	73,452	83,081	311,479	68,809	97,901	9,894
SUBURBAN TOTAL	1,157.0	.4805	36.4	10.1	15.9	20.6	31.5	429.2	9,609,559	1,815,991	875,539	1,116,101	628,165	1,844,035	277,343
JERSEY CITY	**552.9**	**.2296**	**34.0**	**11.1**	**16.6**	**18.8**	**29.5**	**212.7**	**2,605,408**	**700,727**	**203,240**	**119,497**	**135,836**	**430,981**	**88,276**
Hudson	552.9	.2296	34.0	11.1	16.6	18.8	29.5	212.7	2,605,408	700,727	203,240	119,497	135,836	430,981	88,276
Bayonne	63.5	.0264	37.4	10.7	16.4	16.7	36.2	25.5	282,020	86,480	30,269	1,460	21,143	12,326	14,855
• Hoboken	41.5	.0172	30.3	13.8	19.5	17.3	23.6	15.5	139,677	67,627	18,328	3,043	4,310	3,829	6,373
• Jersey City	219.3	.0911	31.9	11.2	16.7	17.7	27.1	81.6	965,832	220,104	69,853	47,737	40,984	237,200	30,603
North Bergen Township	47.6	.0198	38.0	10.1	16.5	19.7	34.3	19.5	236,465	101,017	18,832	3,744	12,040	30,382	5,308
Union City	56.6	.0235	34.5	11.2	15.5	21.7	27.5	21.8	278,787	48,845	15,854	24,753	14,469	65,242	9,891
SUBURBAN TOTAL	292.1	.1213	36.4	10.6	16.1	19.8	32.1	115.6	1,499,899	412,996	115,059	68,717	90,542	189,952	51,300

Daily Record

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N.J. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MIDDLESEX - SOMERSET - HUNTERDON	**934.3**	**.3878**	**33.0**	**11.9**	**17.3**	**21.2**	**25.3**	**326.5**	**6,411,582**	**1,378,336**	**535,127**	**701,886**	**465,723**	**1,180,356**	**164,983**
Hunterdon	99.6	.0413	33.6	8.9	17.0	24.1	23.4	33.9	603,584	124,031	52,350	24,898	39,415	92,656	13,110
Middlesex	619.3	.2571	32.4	13.1	17.6	20.1	25.4	217.0	4,057,884	856,441	331,992	530,706	328,421	623,011	114,108
Edison Township	76.7	.0318	33.0	11.6	18.3	21.4	25.0	27.2	635,035	74,310	45,188	60,194	109,357	100,908	20,847
• New Brunswick	41.5	.0172	25.2	30.3	16.6	12.0	21.7	14.2	233,631	13,361	19,752	51,813	9,739	46,514	4,865
Old Bridge Township	54.4	.0226	30.7	11.6	18.6	22.2	19.9	18.7	132,493	36,845	13,131	3,496	4,076	33,162	9,121
• Perth Amboy	39.2	.0163	33.7	11.0	15.8	16.9	31.1	14.6	197,659	48,023	17,280	14,511	13,133	54,133	5,470
Piscataway Township	43.4	.0180	28.0	20.3	19.8	20.4	15.7	13.5	67,631	8,540	16,131		5,936	6,990	947
Woodbridge Township	93.5	.0388	34.2	12.1	17.4	20.5	28.3	32.4	956,900	178,445	73,792	212,459	59,932	101,528	18,667
Somerset	215.4	.0894	34.4	9.9	16.6	23.1	26.0	75.6	1,750,114	397,864	140,785	146,282	97,887	464,889	37,765
SUBURBAN TOTAL	853.6	.3543	33.3	11.1	17.3	21.9	25.2	297.7	5,980,292	1,316,952	488,095	635,562	442,851	1,079,909	154,648
MONMOUTH - OCEAN	**946.2**	**.3929**	**35.2**	**8.9**	**15.6**	**19.0**	**31.2**	**354.1**	**5,996,481**	**1,308,746**	**555,951**	**572,997**	**256,330**	**1,543,140**	**161,636**
Monmouth	542.9	.2254	33.9	9.6	16.0	21.0	27.3	194.4	3,621,017	779,424	362,185	360,269	168,243	884,683	94,158
Middletown Township	69.7	.0289	33.2	9.3	15.4	22.6	24.6	22.3	254,028	81,737	19,870	31,615	16,467	28,322	12,406
Ocean	403.3	.1675	37.4	7.8	15.1	16.5	36.5	159.7	2,375,464	529,322	193,766	212,728	88,087	658,457	67,478
Brick Township	62.7	.0260	33.7	8.7	17.4	18.5	29.2	23.6	318,296	96,693	16,271	36,694	22,244	62,742	6,125
Dover Township	74.1	.0308	35.0	8.3	15.1	20.4	29.6	27.3	745,751	124,704	39,477	124,224	31,375	249,869	15,289
SUBURBAN TOTAL	946.2	.3929	35.2	8.9	15.6	19.0	31.2	354.1	5,996,481	1,308,746	555,951	572,997	256,330	1,543,140	161,636
NEWARK	**1,880.9**	**.7811**	**33.8**	**10.1**	**16.5**	**20.6**	**27.5**	**676.9**	**11,219,194**	**2,467,295**	**1,023,910**	**964,282**	**707,340**	**2,317,269**	**339,140**
Essex	830.5	.3449	33.3	10.5	16.4	19.5	27.6	303.8	4,740,984	1,037,603	448,720	517,360	311,511	780,522	166,617
Bloomfield Township	46.9	.0195	38.0	10.2	17.3	17.8	36.0	19.0	320,802	75,459	23,501	3,763	9,554	79,658	16,723
East Orange	77.3	.0321	31.4	11.2	18.9	19.6	23.5	29.7	194,544	74,168	18,969	2,532	4,405	21,634	8,440
Irvington Township	61.9	.0257	33.9	9.9	18.9	17.7	30.2	25.8	229,597	50,458	17,872	4,958	12,041	50,559	12,596
• Newark	317.1	.1317	29.3	11.5	15.8	18.9	22.0	110.9	990,137	172,881	144,040	120,228	83,189	68,929	48,203
Morris	426.0	.1769	33.4	9.8	17.2	23.5	23.6	146.0	3,025,438	699,359	260,378	335,364	179,209	622,983	65,222
Parsippany - Troy Hills Township	51.1	.0212	32.2	10.7	21.7	23.6	20.2	18.9	288,662	88,121	31,582	23,594	19,502	51,662	6,379
Sussex	126.8	.0527	31.2	8.2	20.1	21.7	20.6	42.6	495,770	133,131	38,796	22,774	14,441	117,148	13,810
Union	497.6	.2066	36.3	10.1	15.5	19.9	32.0	184.5	2,957,002	596,702	276,016	88,784	202,179	796,616	93,491
• Elizabeth	106.3	.0441	34.1	11.3	16.4	18.8	29.8	41.1	483,463	110,726	47,014	8,789	30,688	103,237	18,232
Plainfield	46.3	.0192	31.2	10.9	17.9	19.7	23.6	16.4	187,668	2[illegible],066	13,226	11,267	10,305	53,178	9,695
Union Township	50.1	.0208	42.6	10.3	13.3	17.7	41.5	19.1	504,916	68,766	40,917	5,104	58,991	127,785	13,757
SUBURBAN TOTAL	1,457.5	.6053	34.8	9.7	16.7	21.2	28.4	524.9	9,745,594	2,183,688	832,856	835,265	593,463	2,145,103	272,705

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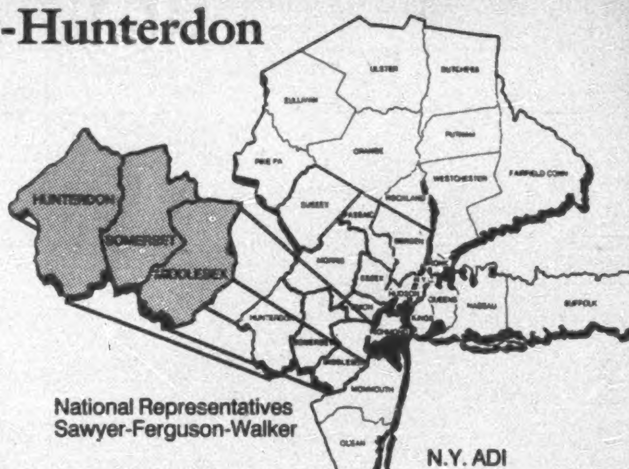

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N.J. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TRENTON	312.9	.1300	33.5	12.5	16.6	19.3	28.2	111.7	2,062,206	428,191	189,234	269,447	104,402	355,623	65,386
Mercer	312.9	.1300	33.5	12.5	16.6	19.3	28.2	111.7	2,062,206	428,191	189,234	269,447	104,402	355,623	65,386
Hamilton Township	84.2	.0350	35.2	10.2	17.1	20.0	30.4	31.0	532,744	179,983	42,700	41,328	14,031	111,158	18,885
• Trenton	91.5	.0380	31.9	11.5	17.0	16.1	28.6	33.5	324,622	30,610	46,546	21,676	34,223	13,300	11,994
SUBURBAN TOTAL	221.4	.0920	34.2	12.9	16.6	20.7	27.9	78.2	1,737,584	397,581	142,688	247,771	70,179	342,323	53,392
VINELAND - MILLVILLE - BRIDGETON	138.4	.0575	32.5	10.1	16.1	18.6	27.3	47.5	726,098	184,358	47,605	76,607	25,824	154,544	24,542
Cumberland	138.4	.0575	32.5	10.1	16.1	18.6	27.3	47.5	726,098	184,358	47,605	76,607	25,824	154,544	24,542
• Bridgeton	19.3	.0080	31.6	11.0	14.7	15.2	29.8	7.0	138,291	24,912	12,160	2,481	2,583	33,546	7,817
• Millville	26.1	.0108	32.2	10.3	17.0	18.2	27.1	9.9	128,774	28,906	7,025	1,555	3,549	53,457	3,213
• Vineland	55.0	.0228	32.5	10.0	16.2	19.1	26.9	15.4	402,215	105,052	25,702	67,956	16,615	61,921	12,371
SUBURBAN TOTAL	38.0	.0159	33.0	9.4	16.0	20.0	26.8	12.2	56,818	25,488	2,718	4,615	3,077	5,620	1,141
OTHER COUNTIES															
☐ Burlington	392.8	.1631	30.9	12.3	17.6	20.8	22.0	131.1	2,134,377	366,253	208,942	283,707	86,769	606,449	42,737
☐ Camden	487.3	.2023	32.3	10.7	17.0	18.9	26.5	176.3	3,019,272	572,064	273,365	329,388	163,787	643,174	100,270
• Camden	82.9	.0344	27.4	11.7	14.7	15.3	23.4	28.9	195,962	46,612	25,544	7,257	4,736	6,844	16,981
Cherry Hill Township	69.9	.0290	36.0	8.8	13.2	25.0	26.8	23.4	857,250	88,748	66,762	134,511	55,679	259,287	18,825
Gloucester Township	49.2	.0204	29.8	11.1	21.9	19.6	19.0	17.2	112,571	41,178	9,669	6,003	1,767	4,959	3,414
☐ Gloucester	217.1	.0901	30.9	11.7	17.5	19.4	23.5	74.2	1,260,296	268,934	78,764	211,005	34,109	299,709	33,510
☐ Salem	68.2	.0283	33.1	9.7	16.1	18.9	28.0	24.6	232,500	48,896	20,302	13,071	11,573	55,025	8,466
☐ Warren	89.4	.0371	33.5	9.8	16.8	19.7	27.9	32.4	501,673	107,132	33,131	23,817	13,034	111,084	15,089
TOTAL METRO COUNTIES	7,618.9	3.1635	33.9	10.6	16.4	19.9	28.2	2,763.5	48,525,870	10,235,427	4,389,237	4,911,850	2,755,263	10,032,203	1,405,471
TOTAL STATE	7,618.9	3.1635	33.9	10.6	16.4	19.9	28.2	2,763.5	48,525,870	10,235,427	4,389,237	4,911,850	2,755,263	10,032,203	1,405,471

N.J.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ATLANTIC CITY	3,539,276	21,023	26.8	26.3	14.4	11.6	.1375
Atlantic	2,423,577	21,822	25.3	26.5	15.2	12.1	.0937
• Atlantic City	353,873	13,845	28.8	19.9	8.5	6.1	.0179
Cape May	1,115,699	19,733	29.9	26.4	12.5	10.4	.0438
SUBURBAN TOTAL	3,185,403	22,332	26.5	27.5	15.3	12.4	.1196
BERGEN - PASSAIC	20,712,344	33,231	16.4	24.0	19.7	27.5	.6939
Bergen	15,029,624	36,869	14.7	23.0	20.6	32.2	.4919
Passaic	5,682,720	26,909	19.9	26.0	17.9	18.3	.2020
Clifton	1,161,341	30,036	18.6	27.3	19.7	21.1	.0388
Passaic	548,355	18,507	25.4	24.8	12.4	9.3	.0198
• Paterson	1,225,473	18,262	25.5	25.7	11.6	8.8	.0433
Wayne Township	811,068	43,032	10.3	21.3	23.1	39.6	.0372
SUBURBAN TOTAL	19,486,871	35,106	15.4	23.9	20.5	29.6	.6506
JERSEY CITY	6,149,669	21,060	23.5	25.8	14.7	11.7	.2118
Hudson	6,149,669	21,060	23.5	25.8	14.7	11.7	.2118
Bayonne	844,127	25,092	21.5	26.3	16.9	16.3	.0264
• Hoboken	400,257	17,718	26.6	24.2	11.3	8.9	.0136
• Jersey City	2,184,526	18,995	25.2	24.7	13.3	9.8	.0780
North Bergen Township	612,768	24,617	20.0	27.5	17.1	13.9	.0200
Union City	550,363	18,462	27.4	25.8	12.3	8.1	.0205
SUBURBAN TOTAL	3,564,886	23,231	21.7	26.7	16.2	13.5	.1202
MIDDLESEX - SOMERSET - HUNTERDON	14,317,913	35,302	14.3	25.5	23.0	27.5	.4711
Hunterdon	1,602,587	37,428	13.4	24.3	22.5	31.4	.0499

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Middlesex	9,057,342	33,983	15.0	26.1	23.3	25.0	.3004
Edison Township	1,248,589	37,337	11.8	27.5	25.1	28.9	.0423
• New Brunswick	431,850	20,170	26.2	26.0	12.8	11.6	.0162
Old Bridge Township	783,156	35,211	13.4	27.9	25.8	24.5	.0214
• Perth Amboy	427,897	21,364	22.7	25.6	16.0	11.3	.0152
Piscataway Township	610,700	36,759	13.3	26.5	26.1	27.4	.0160
Woodbridge Township	1,391,580	35,972	13.8	26.1	25.5	26.2	.0532
Somerset	3,657,984	38,663	13.0	23.7	22.7	32.9	.1208
SUBURBAN TOTAL	13,458,166	36,686	13.3	25.4	24.0	29.0	.4397
MONMOUTH - OCEAN	13,875,891	29,528	20.2	25.7	18.9	22.1	.4553
Monmouth	8,416,338	32,849	17.2	23.6	19.3	27.4	.2732
Middletown Township	1,153,356	41,953	10.9	20.2	22.9	37.6	.0318
Ocean	5,459,553	25,992	23.9	28.1	18.4	15.7	.1821
Brick Township	868,126	30,104	19.5	28.8	22.9	17.5	.0276
Dover Township	1,025,388	29,080	21.2	26.6	20.1	19.6	.0405
SUBURBAN TOTAL	13,875,891	29,528	20.2	25.7	18.9	22.1	.4553
NEWARK	27,973,971	31,022	17.1	23.7	18.4	25.6	.8970
Essex	10,727,415	24,113	20.5	23.3	15.0	19.0	.3624
Bloomfield Township	711,835	30,025	19.0	27.6	20.6	20.8	.0235
East Orange	852,925	20,395	25.0	25.0	13.9	12.0	.0258
Irvington Township	738,783	21,862	23.2	27.9	15.8	10.8	.0233
• Newark	2,596,169	15,594	24.9	22.1	10.8	7.4	.0940
Morris	7,670,925	42,445	11.0	21.9	22.4	38.8	.2375
Parsippany - Troy Hills Township	911,849	39,536	11.7	25.7	24.4	33.2	.0267

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N.J. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Sussex	1,810,647	34,670	14.2	28.0	24.3	25.0	.0535
Union	7,764,984	32,377	16.9	24.4	19.7	26.2	.2436
• Elizabeth	1,269,908	22,846	22.9	27.7	15.9	12.5	.0419
Plainfield	584,939	27,514	19.8	26.4	18.5	18.9	.0183
Union Township	782,432	33,389	17.1	24.5	21.6	25.8	.0290
SUBURBAN TOTAL	24,107,894	35,507	15.0	23.5	20.3	30.5	.7611
TRENTON	**4,477,588**	**30,154**	**18.4**	**25.1**	**19.1**	**23.0**	**.1502**
Mercer	4,477,588	30,154	18.4	25.1	19.1	23.0	.1502
Hamilton Township	1,196,755	32,332	16.5	28.1	24.3	20.7	.0398
• Trenton	916,058	19,372	25.2	25.7	12.5	10.4	.0309
SUBURBAN TOTAL	3,561,530	35,211	15.5	24.8	21.8	28.5	.1193
VINELAND - MILLVILLE - BRIDGETON	**1,402,377**	**22,092**	**25.0**	**29.7**	**15.0**	**10.3**	**.0523**
Cumberland	1,402,377	22,092	25.0	29.7	15.0	10.3	.0523
• Bridgeton	170,611	17,778	28.2	26.2	10.4	6.8	.0076
• Millville	293,575	23,532	22.6	32.1	16.3	9.7	.0102
• Vineland	570,713	22,995	25.1	29.5	15.7	11.6	.0234
SUBURBAN TOTAL	367,478	22,736	24.8	29.5	15.8	11.0	.0111
OTHER COUNTIES							
☐ Burlington	5,228,687	31,254	18.2	28.7	21.9	21.1	.1718
☐ Camden	6,109,008	26,451	20.9	[illegible]	18.0	17.4	.2145
• Camden	582,942	13,855	28.9	21.1	8.4	4.1	.0215
Cherry Hill Township	1,189,913	42,450	12.1	[illegible]	23.6	37.8	.0455
Gloucester Township	626,992	30,056	18.5	30.8	22.2	17.6	.0177
☐ Gloucester	2,595,169	29,010	19.5	29.4	22.2	15.5	.0914
☐ Salem	943,456	31,621	18.2	23.3	22.7	22.0	.0275
☐ Warren	1,145,331	28,040	20.2	30.2	20.1	16.3	.0386
TOTAL METRO COUNTIES	**108,470,680**	**29,843**	**18.6**	**25.2**	**19.1**	**22.5**	**3.6129**
TOTAL STATE	**108,470,680**	**29,843**	**18.6**	**25.2**	**19.1**	**22.5**	**3.6129**

NEW MEXICO

N.M.

S&MM ESTIMATES

POPULATION—12/31/85

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ALBUQUERQUE	**470.2**	**.1953**	**30.0**	**13.1**	**19.9**	**19.1**	**21.0**	**178.3**
Bernalillo	470.2	.1953	30.0	13.1	19.9	19.1	21.0	178.3
• Albuquerque	362.1	.1504	30.4	13.2	20.3	19.0	21.7	142.6
SUBURBAN TOTAL	108.1	.0449	28.6	12.8	18.1	19.7	18.7	35.7
LAS CRUCES	**115.9**	**.0482**	**27.0**	**16.2**	**16.7**	**17.6**	**19.1**	**39.4**
Dona Ana	115.9	.0482	27.0	16.2	16.7	17.6	19.1	39.4
• Las Cruces	52.5	.0218	29.2	15.3	16.9	17.8	22.4	20.3
SUBURBAN TOTAL	63.4	.0264	25.2	16.9	16.7	17.4	16.3	19.1
SANTA FE	**103.8**	**.0431**	**31.4**	**9.5**	**19.6**	**21.8**	**21.1**	**39.2**
Los Alamos	19.0	.0079	34.6	6.1	15.8	28.8	20.5	7.1
Santa Fe	84.8	.0352	30.8	10.3	20.5	20.2	21.3	32.1
• Santa Fe	54.3	.0225	31.8	10.3	19.5	20.3	23.3	21.6
SUBURBAN TOTAL	49.5	.0206	31.0	8.7	19.5	23.3	18.8	17.6
OTHER COUNTIES								
Catron	3.0	.0012	32.9	8.5	15.9	18.5	28.2	1.0
Chaves	60.2	.0250	32.8	10.6	14.7	16.9	29.8	22.4
Cibola	30.3	.0126	30.0	9.6	16.9	20.1	21.4	9.6
Colfax	14.0	.0058	31.7	9.7	15.4	17.0	28.0	5.2
Curry	43.8	.0182	28.4	13.7	17.0	17.6	21.1	15.8
De Baca	2.3	.0009	41.3	6.9	12.4	17.9	40.0	1.0
Eddy	53.6	.0222	31.4	10.4	15.7	16.8	27.5	18.9
Grant	26.8	.0111	30.2	10.3	15.9	17.8	24.5	9.1
Guadalupe	4.4	.0019	30.2	10.5	14.4	18.0	25.1	1.5
Harding	1.1	.0004	36.7	8.2	15.1	14.2	37.1	.4
Hidalgo	6.2	.0026	28.1	10.0	16.3	16.6	22.2	2.1
Lea	64.6	.0268	28.8	11.6	16.5	18.1	21.6	22.7
Lincoln	14.9	.0062	33.7	8.2	18.0	19.0	28.6	5.8
Luna	17.2	.0071	36.1	8.3	11.9	16.1	35.1	6.2

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBUQUERQUE	**2,851,352**	**584,915**	**305,335**	**347,452**	**175,629**	**622,330**	**82,886**
Bernalillo	2,851,352	584,915	305,335	347,452	175,629	622,330	82,886
• Albuquerque	2,660,174	503,800	282,893	343,572	169,382	613,252	73,634
SUBURBAN TOTAL	191,178	81,115	22,442	3,880	6,247	9,078	9,252
LAS CRUCES	**551,848**	**103,531**	**52,210**	**70,125**	**27,310**	**116,801**	**17,287**
Dona Ana	551,848	103,531	52,210	70,125	27,310	116,801	17,287
• Las Cruces	486,863	95,498	43,770	68,375	25,993	114,461	16,096
SUBURBAN TOTAL	64,985	8,033	8,440	1,750	1,317	2,340	1,191
SANTA FE	**668,860**	**133,753**	**67,317**	**54,590**	**32,951**	**142,260**	**32,741**
Los Alamos	63,284	18,786	5,558	7,353	1,638	2,264	2,021
Santa Fe	605,576	114,967	61,759	47,237	31,313	139,996	30,720
• Santa Fe	570,797	110,644	56,347	46,774	29,871	133,632	27,863
SUBURBAN TOTAL	98,063	23,109	10,970	7,816	3,080	8,628	4,878
OTHER COUNTIES							
Catron	4,924	1,146	455		220	343	
Chaves	446,087	95,812	38,451	36,462	21,654	94,278	8,657
Cibola	89,682	28,663	8,949	15,059	3,635	10,982	3,614
Colfax	90,847	21,125	9,065	7,844	1,647	13,696	2,648
Curry	253,252	48,040	19,804	26,197	16,135	71,011	7,227
De Baca	9,536	3,858	1,103		273	1,125	618
Eddy	383,502	86,825	22,152	40,283	17,217	95,053	9,965
Grant	100,320	34,274	6,222	7,249	2,917	20,387	4,122
Guadalupe	43,385	5,785	4,454	853	372	1,235	346
Harding	3,955	488	183	204	111	1,926	
Hidalgo	33,161	7,477	1,737	542	64	3,728	122
Lea	486,620	121,790	38,859	29,134	21,679	115,505	11,751
Lincoln	121,507	28,477	13,776	11,495	3,391	21,195	555
Luna	79,791	25,133	3,582	7,981	729	12,876	2,504

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N.M. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85 · RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
McKinley	65.1	.0271	23.8	12.7	17.3	16.9	13.6	18.1	354,329	88,885	36,100	41,609	14,001	48,475	7,686
Mora	4.7	.0019	31.8	9.6	13.9	15.6	29.9	1.5	7,388	1,849	232	1,400	794	229	
Otero	48.7	.0202	27.6	14.7	18.2	19.0	17.5	16.5	231,553	40,434	20,250	19,075	12,858	66,498	6,307
Quay	10.2	.0043	34.7	8.2	13.9	17.9	31.7	4.0	80,625	21,370	11,898	9,786	1,409	12,453	1,561
Rio Arriba	31.9	.0132	27.8	11.2	16.5	17.7	20.5	10.3	86,814	25,545	7,448	9,086	1,293	13,964	703
Roosevelt	16.3	.0068	29.5	18.3	14.2	15.6	26.6	6.1	77,624	18,783	8,850	4,376	1,599	[illegible]	3,871
Sandoval	43.3	.0180	30.0	9.8	17.2	17.8	23.6	13.5	59,334	23,212	6,520	6,743	1,240	1,905	[illegible]
San Juan	100.6	.0417	26.2	12.5	18.0	18.1	16.0	32.5	512,357	121,589	43,037	46,759	17,541	124,064	9,528
San Miguel	24.5	.0102	29.6	12.7	16.4	16.9	24.3	8.3	90,802	24,966	8,883	12,373	2,316	10,813	3,035
Sierra	9.2	.0038	50.6	6.0	8.6	14.7	50.6	4.0	36,172	10,090	6,626	3,850	386	4,693	2,293
Socorro	14.1	.0059	27.5	14.4	16.3	16.7	21.1	4.5	53,382	14,301	4,696	4,564	861	18,735	726
Taos	21.1	.0088	30.0	9.3	18.1	19.5	21.5	7.4	120,512	34,610	17,274	10,088	2,081	13,851	2,175
Torrance	9.0	.0037	31.8	8.5	16.0	17.8	27.1	3.2	29,992	4,615	1,667	657	237	10,460	771
Union	4.9	.0020	36.5	7.7	12.9	18.4	33.6	1.8	19,677	4,141	2,606	1,566	1,154	1,525	353
Valencia	39.8	.0166	27.6	11.5	17.4	18.4	18.7	13.9	141,702	53,943	6,209	12,514	2,175	42,786	3,844
TOTAL METRO COUNTIES	**689.9**	**.2866**	**29.8**	**13.1**	**19.3**	**19.3**	**20.7**	**256.9**	**4,072,060**	**822,199**	**424,862**	**472,167**	**235,890**	**881,391**	**132,914**
TOTAL STATE	**1,475.7**	**.6128**	**29.4**	**12.2**	**17.9**	**18.4**	**21.6**	**524.2**	**8,121,092**	**1,819,425**	**775,950**	**839,916**	**385,879**	**1,741,214**	**228,955**

N.M.
S&MM ESTIMATES

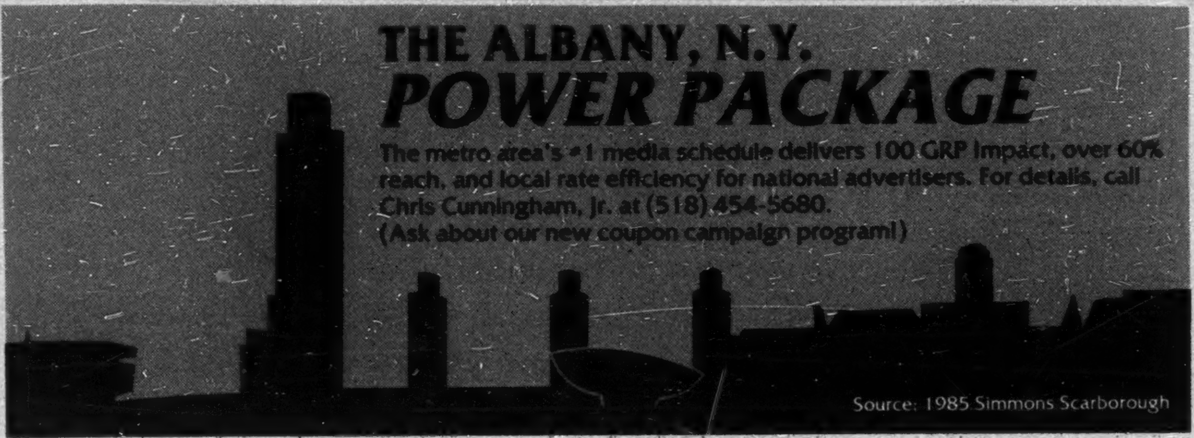
EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ALBUQUERQUE	**5,059,465**	**21,423**	**26.9**	**27.5**	**14.7**	**11.0**	**.1907**
Bernalillo	5,059,465	21,423	26.9	27.5	14.7	11.0	.1907
• Albuquerque	4,064,385	21,822	26.3	27.7	15.1	11.2	.1598
SUBURBAN TOTAL	995,080	19,953	29.2	26.6	13.1	10.2	.0309
LAS CRUCES	**937,476**	**16,482**	**29.6**	**24.2**	**9.3**	**7.9**	**.0382**
Dona Ana	937,476	16,482	29.6	24.2	9.3	7.9	.0382
• Las Cruces	492,397	17,836	26.6	25.6	11.1	8.4	.0236
SUBURBAN TOTAL	445,079	15,345	32.8	22.7	7.4	7.4	.0146
SANTA FE	**1,345,988**	**26,317**	**21.8**	**26.1**	**16.9**	**18.9**	**.0471**
Los Alamos	362,226	46,083	8.4	18.9	24.2	43.8	.0094
Santa Fe	983,762	22,833	24.8	27.6	15.3	13.4	.0377
• Santa Fe	666,727	23,049	24.5	26.2	16.2	14.1	.0287
SUBURBAN TOTAL	679,261	30,590	18.4	25.7	17.9	24.9	.0184
OTHER COUNTIES							
Catron	16,399	11,739	31.8	20.1	4.2	1.9	.0007
Chaves	563,807	17,840	30.4	25.2	11.2	8.0	.0246
Cibola	258,956	22,351	23.6	30.2	16.9	8.6	.0092
Colfax	115,734	16,643	28.7	26.7	9.8	5.6	.0051
Curry	379,768	17,035	32.5	25.4	10.2	6.2	.0159
De Baca	18,542	12,833	33.0	18.9	5.8	4.4	.0007
Eddy	487,487	20,053	27.3	30.4	12.0	7.7	.0215
Grant	266,682	24,509	20.4	28.0	19.7	10.6	.0090
Guadalupe	24,004	11,604	32.4	16.9	4.0	2.9	.0019

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Harding	6,974	12,778	37.3	15.7	5.3	4.5	.0001
Hidalgo	42,404	15,098	29.6	29.8	7.8	1.6	.0021
Lea	693,581	25,586	20.9	32.3	17.3	11.7	.0281
Lincoln	154,714	19,344	27.6	27.6	10.9	10.0	.0067
Luna	108,987	12,012	31.4	18.6	5.6	3.6	.0051
McKinley	325,461	13,012	26.2	22.4	7.2	3.5	.0188
Mora	20,663	9,594	27.0	18.0	2.5	.7	.0010
Otero	452,874	20,566	31.2	29.1	13.8	8.8	.0171
Quay	94,185	17,777	27.6	24.5	11.4	7.8	.0043
Rio Arriba	185,092	13,609	30.1	23.0	6.7	2.4	.0078
Roosevelt	115,791	12,271	26.9	19.4	7.2	4.6	.0050
Sandoval	416,015	24,033	24.5	29.3	16.8	13.5	.0124
San Juan	859,193	21,741	22.1	29.5	15.3	8.9	.0346
San Miguel	146,757	12,422	31.2	19.3	6.6	2.6	.0066
Sierra	67,726	12,215	32.6	17.6	5.5	3.0	.0027
Socorro	81,171	12,907	34.3	19.0	6.2	2.9	.0037
Taos	158,953	15,372	30.5	22.8	8.3	6.0	.0073
Torrance	62,714	14,679	35.0	19.5	7.6	4.5	.0025
Union	38,983	14,179	30.3	21.1	5.6	7.6	.0015
Valencia	333,646	18,541	30.1	26.6	13.4	6.0	.0123
TOTAL METRO COUNTIES	**7,342,929**	**21,225**	**26.5**	**26.8**	**14.2**	**11.7**	**.2760**
TOTAL STATE	**13,840,192**	**19,622**	**27.0**	**26.6**	**13.0**	**9.5**	**.5443**



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N.Y. S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY - SCHENECTADY - TROY	**861.3**	**.3576**	**33.2**	**11.8**	**16.8**	**17.9**	**29.0**	**320.8**	**4,997,866**	**1,165,044**	**406,264**	**505,292**	**242,584**	**1,025,175**	**180,563**
Albany	290.2	.1205	33.1	13.4	17.5	17.0	29.8	111.6	2,336,275	406,360	197,808	263,314	144,412	537,521	69,231
• Albany	100.8	.0419	32.3	18.0	17.8	13.5	31.8	41.8	654,412	139,800	73,026	28,583	33,424	203,077	30,180
Greene	42.5	.0176	36.4	9.8	14.3	18.1	33.7	16.1	205,198	59,478	14,120	11,777	4,444	41,312	6,798
Montgomery	54.0	.0224	36.7	8.9	15.1	16.3	35.7	20.4	251,423	65,073	15,918	23,852	6,887	37,799	13,742
Rensselaer	156.3	.0649	32.1	13.0	16.2	17.5	27.9	55.7	575,510	199,363	49,079	29,915	16,543	112,778	31,514
• Troy	56.1	.0233	30.4	19.0	15.2	14.0	29.1	20.7	232,805	78,235	27,983	5,940	11,756	41,065	20,768
Saratoga	168.3	.0699	31.1	10.5	18.2	20.3	22.5	59.0	691,276	182,363	68,111	67,483	23,471	127,814	21,122
Schenectady	150.0	.0623	35.2	10.2	16.1	17.8	32.4	58.0	938,184	252,407	61,228	108,951	46,827	167,951	38,156
• Schenectady	67.5	.0280	33.9	13.0	17.2	14.4	33.7	28.4	487,807	135,359	36,969	46,083	26,605	103,732	23,093
SUBURBAN TOTAL	636.9	.2644	33.5	10.0	16.8	19.3	28.1	229.9	3,622,842	811,650	268,286	424,686	170,799	677,301	106,522
BINGHAMTON	**269.5**	**.1119**	**33.0**	**12.2**	**15.8**	**18.7**	**28.2**	**98.8**	**1,434,444**	**340,083**	**127,154**	**162,564**	**66,676**	**296,551**	**64,677**
Broome	215.9	.0897	33.4	12.8	15.7	18.0	29.6	80.2	1,285,827	289,082	119,435	153,275	64,566	266,234	60,801
• Binghamton	54.9	.0228	35.6	13.2	15.9	14.5	36.2	23.0	426,059	102,321	44,723	21,343	27,881	113,958	23,739
Tioga	53.6	.0222	31.4	9.6	15.8	21.5	22.9	18.6	148,617	51,001	7,719	9,289	2,110	30,317	3,876
SUBURBAN TOTAL	214.6	.0891	32.4	11.9	15.7	19.8	26.2	75.8	1,008,385	237,762	82,431	141,221	38,795	192,593	40,938

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Source: ABC FAS FAX, 1985
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N.Y. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BUFFALO	**982.7**	**.4080**	**33.7**	**11.6**	**16.0**	**18.2**	**29.8**	**361.0**	**5,140,729**	**1,322,036**	**557,758**	**564,874**	**243,105**	**994,089**	**246,360**
Erie	982.7	.4080	33.7	11.6	16.0	18.2	29.8	361.0	5,140,729	1,322,036	557,758	564,874	243,105	994,089	246,360
• Buffalo	336.5	.1397	33.2	13.2	16.4	15.1	31.9	137.2	1,301,644	417,297	183,815	73,869	56,204	181,505	78,557
SUBURBAN TOTAL	646.2	.2683	34.0	10.8	15.7	19.7	28.7	223.8	3,839,085	904,739	373,943	491,005	186,901	812,584	167,803
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,201.3***	***.4987***	***33.6***	***11.6***	***16.0***	***18.1***	***29.6***	***441.1***	***6,129,224***	***1,587,719***	***654,415***	***697,027***	***275,341***	***1,186,356***	***292,573***
ELMIRA	**95.7**	**.0397**	**33.1**	**11.5**	**15.6**	**17.4**	**29.6**	**34.5**	**522,178**	**101,682**	**44,693**	**97,802**	**19,905**	**107,886**	**21,837**
Chemung	95.7	.0397	33.1	11.5	15.6	17.4	29.6	34.5	522,178	101,682	44,693	97,802	19,905	107,886	21,837
• Elmira	34.2	.0142	31.1	16.2	15.0	13.6	30.6	12.5	214,704	55,315	19,904	7,721	9,798	61,437	13,198
SUBURBAN TOTAL	61.5	.0255	34.1	8.8	15.9	19.6	29.0	22.0	307,474	46,367	24,789	90,081	10,107	46,449	8,639
GLENS FALLS	**114.7**	**.0476**	**32.6**	**10.0**	**15.8**	**18.4**	**27.9**	**40.0**	**675,050**	**167,296**	**63,356**	**68,181**	**17,362**	**130,927**	**28,378**
Warren	56.6	.0235	32.8	9.9	16.2	18.0	28.5	20.4	484,709	105,863	45,076	60,278	14,334	102,884	17,982
• Glens Falls	16.4	.0068	32.5	11.0	17.2	14.9	30.8	6.4	283,820	67,659	13,614	46,768	9,544	74,497	9,310
Washington	58.1	.0241	32.4	10.1	15.6	18.7	27.2	19.6	190,341	61,433	18,280	7,903	3,028	28,043	10,396
SUBURBAN TOTAL	98.3	.0408	32.6	9.9	15.5	19.0	27.4	33.6	391,230	99,637	49,742	21,413	7,818	56,430	19,068
NASSAU - SUFFOLK	**2,701.0**	**1.1215**	**33.6**	**10.3**	**15.6**	**21.2**	**26.6**	**873.6**	**19,423,148**	**3,948,868**	**1,569,649**	**2,052,151**	**1,262,125**	**3,584,412**	**555,344**
Nassau	1,337.4	.5553	35.8	10.5	14.8	20.5	30.7	445.2	11,445,225	2,144,366	973,954	1,251,375	862,455	2,015,138	305,244
Hempstead	42.4	.0176	31.8	11.3	18.2	20.0	24.2	15.2	486,713	55,020	18,412	42,759	40,209	202,234	5,725

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N.Y. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Suffolk	1,363.6	.5662	31.6	10.1	16.4	21.9	22.6	428.4	7,977,923	1,804,502	595,695	800,776	399,670	1,569,274	250,100
SUBURBAN TOTAL	2,701.0	1.1215	33.6	10.3	15.6	21.2	26.6	873.6	19,423,148	3,948,868	1,569,649	2,052,151	1,262,125	3,584,412	555,344
NEW YORK	**8,431.8**	**3.5011**	**34.4**	**10.3**	**17.7**	**19.7**	**29.2**	**3,349.7**	**41,389,635**	**8,304,270**	**5,491,809**	**4,738,743**	**3,006,699**	**5,066,948**	**1,437,093**
Bronx	1,120.4	.4652	32.5	11.0	16.0	18.5	27.5	421.7	2,526,748	775,704	202,898	160,850	177,165	351,779	107,033
Kings	2,231.3	.9265	32.7	10.7	17.0	18.2	27.9	859.4	6,784,722	1,767,963	474,917	662,528	490,271	907,375	278,445
New York (Manhattan)	1,485.6	.6169	35.8	10.2	22.6	21.6	29.5	750.7	15,830,673	1,939,147	3,283,044	2,206,970	1,411,859	782,716	522,760
• New York City	7,201.3	2.9902	32.5	11.0	16.0	18.5	27.5	2,915.6	33,186,227	6,532,066	4,830,131	3,765,840	2,520,535	3,457,851	1,209,612
Putnam	85.9	.0356	32.3	8.5	17.3	23.5	21.8	28.3	317,468	75,432	17,800	17,478	10,662	76,445	13,528
Queens	1,968.2	.8173	36.5	9.9	16.9	19.1	33.0	751.5	6,686,077	1,709,489	770,083	569,367	370,803	1,177,786	256,852
Richmond	395.8	.1643	32.3	10.1	18.1	20.7	24.3	132.3	1,358,007	339,763	99,189	166,125	70,437	238,195	44,522
Rockland	275.6	.1144	32.7	9.7	15.5	24.0	22.5	86.3	1,407,998	300,322	146,618	163,639	56,735	326,667	51,655
Westchester	869.0	.3609	36.2	9.7	15.6	21.0	30.8	319.5	6,477,942	1,396,450	497,260	791,786	418,767	1,205,985	162,298
Mount Vernon	66.9	.0278	35.6	9.7	16.2	19.1	31.7	26.3	333,139	71,764	12,386	5,371	12,474	62,997	13,787
New Rochelle	71.8	.0298	37.2	10.5	15.7	19.6	33.5	27.2	505,996	73,737	38,361	48,699	37,724	161,659	11,596
• White Plains	45.6	.0189	38.1	9.4	16.9	20.1	34.3	19.1	1,018,960	129,066	67,458	320,585	70,727	147,528	14,313
Yonkers	191.2	.0794	36.2	10.6	16.7	17.9	33.6	74.4	1,085,414	277,264	68,139	168,711	82,179	163,970	30,701
SUBURBAN TOTAL	1,184.9	.4920	43.5	5.7	27.9	27.5	39.4	415.0	7,184,448	1,643,138	594,220	652,318	415,437	1,461,569	213,168
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***17,839.9***	***7.4076***	***34.2***	***10.3***	***16.8***	***20.2***	***28.6***	***6,654.8***	***105,311,235***	***21,691,422***	***10,999,514***	***11,266,990***	***6,904,695***	***17,687,536***	***3,236,158***
NIAGARA FALLS	**218.6**	**.0907**	**33.1**	**11.5**	**15.9**	**17.9**	**29.0**	**80.1**	**988,495**	**265,683**	**96,657**	**132,153**	**32,236**	**192,267**	**46,213**
Niagara	218.6	.0907	33.1	11.5	15.9	17.9	29.0	80.1	988,495	265,683	96,657	132,153	32,236	192,267	46,213
• Niagara Falls	65.9	.0274	34.4	12.1	15.2	14.9	34.2	26.1	300,818	91,064	40,778	35,775	7,780	36,495	15,525
SUBURBAN TOTAL	152.7	.0633	32.5	11.3	16.0	19.2	26.8	54.0	687,677	174,619	55,879	96,378	24,456	155,772	30,688
ORANGE COUNTY	**279.2**	**.1159**	**31.7**	**10.6**	**16.8**	**20.0**	**24.5**	**92.1**	**1,591,559**	**375,813**	**101,299**	**202,389**	**79,112**	**308,181**	**45,915**
Orange	279.2	.1159	31.7	10.6	16.8	20.0	24.5	92.1	1,591,559	375,813	101,299	202,389	79,112	308,181	45,915
SUBURBAN TOTAL	279.2	.1159	31.7	10.6	16.8	20.0	24.5	92.1	1,591,559	375,813	101,299	202,389	79,112	308,181	45,915

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DAILY	77,787	40,113	117,900
SUNDAY	88,982	45,496	134,478

SOURCE: ABC FAS-FAX MARCH 30, 1986

N.Y. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85 / RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
POUGHKEEPSIE	**258.8**	**.1075**	**32.9**	**11.3**	**17.0**	**21.1**	**25.3**	**87.6**	**1,401,695**	**336,321**	**108,760**	**150,336**	**58,133**	**283,625**	**44,078**
Dutchess	258.8	.1075	32.9	11.3	17.0	21.1	25.3	87.6	1,401,695	336,321	108,760	150,336	58,133	283,625	44,078
• Poughkeepsie	30.8	.0128	34.3	11.7	16.9	15.8	33.1	13.2	337,540	55,474	26,814	1,246	11,084	89,687	11,276
SUBURBAN TOTAL	228.0	.0947	32.7	11.2	17.1	21.8	24.2	74.4	1,064,155	280,847	81,946	149,090	47,049	193,938	32,802
ROCHESTER	**1,001.1**	**.4158**	**31.9**	**12.1**	**17.7**	**18.9**	**25.7**	**366.1**	**5,556,505**	**1,210,848**	**560,592**	**583,931**	**279,354**	**1,299,452**	**227,471**
Livingston	60.2	.0250	30.2	15.8	16.1	18.3	24.0	19.8	227,602	63,841	24,668	12,369	4,266	44,231	5,990
Monroe	713.2	.2962	32.0	12.3	17.9	18.8	25.9	267.4	4,406,311	944,907	454,815	454,308	246,679	1,067,587	181,099
• Rochester	243.0	.1009	31.1	13.4	19.7	14.7	27.5	99.5	1,222,576	230,460	167,368	77,196	84,710	274,717	61,721
Ontario	95.3	.0396	32.3	11.4	17.4	18.8	26.4	33.3	544,440	102,129	53,772	90,586	18,245	100,083	21,206
Orleans	41.4	.0172	32.6	10.1	15.9	18.6	27.6	14.2	119,171	37,923	11,401	2,657	4,178	21,006	7,517
Wayne	91.0	.0378	31.9	9.5	17.1	20.1	24.5	31.4	258,981	62,048	15,936	24,011	5,986	66,545	11,659
SUBURBAN TOTAL	758.1	.3149	32.3	11.7	16.9	20.2	25.2	266.6	4,333,929	980,388	393,224	506,735	194,644	1,024,735	165,750
SYRACUSE	**663.5**	**.2755**	**31.2**	**13.3**	**16.9**	**18.0**	**25.6**	**237.4**	**3,536,188**	**862,865**	**334,914**	**350,040**	**175,416**	**772,161**	**155,774**
Madison	69.8	.0290	29.9	15.3	15.3	18.0	24.2	22.9	238,221	63,677	30,913	12,381	6,015	54,807	13,915
Onondaga	469.5	.1949	31.7	12.9	17.3	18.0	26.4	172.7	2,835,233	667,924	263,994	299,055	157,313	624,823	116,931
• Syracuse	165.4	.0687	31.1	17.5	17.5	13.7	29.6	67.2	964,394	221,934	97,199	54,911	85,184	272,184	33,203
Oswego	124.2	.0516	29.5	13.8	16.3	17.6	23.4	41.8	462,734	131,264	40,007	38,604	12,088	92,531	24,928
SUBURBAN TOTAL	498.1	.2068	31.2	12.0	16.6	19.4	24.2	170.2	2,571,794	640,931	237,715	295,129	90,232	499,977	122,571
UTICA - ROME	**323.1**	**.1342**	**33.7**	**10.9**	**15.1**	**17.6**	**30.5**	**115.7**	**1,589,853**	**389,015**	**134,772**	**163,172**	**69,786**	**298,767**	**83,423**
Herkimer	68.9	.0286	34.1	10.2	14.8	17.4	31.3	24.7	261,752	71,542	22,096	36,031	10,966	38,179	15,086
Oneida	254.2	.1056	33.6	11.1	15.2	17.6	30.4	91.0	1,328,101	317,473	112,676	127,141	58,820	260,588	68,337
• Rome	43.7	.0181	31.4	12.6	17.0	16.7	27.2	15.6	245,833	62,586	20,262	31,245	8,422	46,159	14,958
• Utica	72.7	.0302	36.0	12.1	14.8	14.6	36.4	28.7	402,087	110,824	38,459	32,017	17,676	50,258	24,850
SUBURBAN TOTAL	206.7	.0859	33.6	10.2	14.7	18.8	29.2	71.4	941,933	215,605	76,051	99,910	43,688	202,350	43,615
OTHER COUNTIES															
Allegany	54.1	.0224	29.1	17.7	14.2	16.3	25.3	17.9	156,513	52,971	14,279	9,314	3,824	39,626	6,385
Cattaraugus	89.0	.0369	31.9	11.6	15.4	17.2	28.0	31.1	362,101	91,679	39,063	46,019	13,295	73,237	13,296
Cayuga	83.5	.0347	32.6	10.5	16.4	17.3	28.8	28.7	337,485	81,707	25,775	35,436	6,917	83,026	12,249
Chautauqua	149.5	.0621	33.8	11.5	14.9	17.5	30.7	55.1	663,494	176,529	67,121	71,963	24,599	140,080	24,964
Chenango	52.2	.0217	32.6	9.4	15.6	18.6	27.7	18.3	201,535	58.409	14,308	13,989	4,803	50,198	9,959
Clinton	83.9	.0348	28.3	18.1	18.1	17.9	19.9	26.4	419,475	82,028	37,472	41,532	14,458	90,670	15,808
Columbia	64.8	.0269	35.8	8.6	15.6	18.8	32.3	23.9	260,675	72,766	18,596	13,336	8,340	45,017	7,226
Cortland	49.4	.0206	29.4	17.5	15.4	17.0	24.4	16.9	221,115	52,101	27,483	10,183	8,809	53,645	14,469
Delaware	48.6	.0201	34.3	11.6	14.4	17.7	31.2	17.2	237,883	70,905	18,760	17,806	4,804	41,402	10,772
Essex	38.0	.0158	34.5	9.2	15.5	18.2	30.9	14.0	156,132	47,403	18,833	10,773	1,632	21,426	4,665
Franklin	46.8	.0194	31.7	11.9	14.7	17.1	28.1	16.0	207,274	53,248	13,646	13,759	5,118	28,701	13,616

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N.Y. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Fulton	58.2	.0242	34.5	9.2	15.2	17.3	31.9	21.7	234,604	58,018	15,431	15,703	7,254	56,415	16,818
Genesee	61.3	.0255	32.4	10.3	16.0	18.6	27.2	24.1	253,346	62,229	28,133	17,801	15,231	49,367	11,829
Hamilton	5.3	.0022	39.2	7.4	12.4	19.3	36.6	1.9	13,458	4,150	2,494	1,083	397	1,549	
Jefferson	93.1	.0387	32.4	10.4	15.3	17.4	28.6	32.9	499,176	105,981	43,591	55,452	19,532	103,919	28,292
Lewis	25.7	.0106	30.7	10.3	15.2	17.3	26.1	8.7	64,970	20,291	6,429	4,650	1,833	13,833	4,056
Otsego	61.8	.0257	32.2	17.1	14.2	16.3	29.7	21.8	269,391	65,061	26,016	22,261	4,085	71,041	11,681
St. Lawrence	117.7	.0489	29.3	16.5	14.5	16.9	24.8	38.1	454,977	111,630	44,119	30,557	17,172	103,391	34,569
Schoharie	32.2	.0134	32.1	14.8	14.5	17.4	28.4	10.8	116,925	35,995	7,520	7,404	3,350	20,702	4,334
Schuyler	18.9	.0078	33.0	9.4	15.7	18.7	28.1	6.5	47,148	12,854	4,004	218	481	14,463	2,339
Seneca	34.8	.0145	33.5	11.0	15.7	18.5	29.2	12.1	120,923	35,297	9,689	5,310	3,956	31,793	6,594
Steuben	103.4	.0429	33.3	9.5	15.4	18.5	29.0	37.6	405,564	102,932	39,160	36,910	12,670	76,746	22,154
Sullivan	69.8	.0290	35.4	9.8	15.9	18.3	32.2	25.6	352,216	94,518	29,006	37,063	5,187	65,508	8,995
Tompkins	90.7	.0377	26.8	26.4	19.6	15.1	19.0	31.4	443,085	102,719	50,631	42,207	24,520	86,932	15,831
Ulster	167.7	.0696	33.5	11.1	17.0	19.4	28.0	61.3	845,614	197,527	78,658	88,479	20,570	150,438	24,079
Wyoming	42.0	.0174	31.7	10.3	18.0	18.9	25.1	13.6	146,837	39,757	15,114	6,006	5,660	39,890	5,752
Yates	22.8	.0095	34.0	10.4	15.2	17.4	31.1	8.7	67,659	16,734	9,430	3,588	1,104	13,546	3,139
TOTAL METRO COUNTIES	**16,201.0**	**6.7270**	**33.7**	**10.8**	**16.9**	**19.6**	**28.3**	**6,057.4**	**88,247,345**	**18,789,824**	**9,597,677**	**9,771,628**	**5,552,493**	**14,360,441**	**3,137,126**
TOTAL STATE	**17,966.2**	**7.4600**	**33.6**	**11.0**	**16.8**	**19.4**	**28.2**	**6,676.7**	**95,806,920**	**20,695,263**	**10,302,442**	**10,430,430**	**5,792,094**	**15,927,002**	**3,470,997**

N.Y.

S&MM ESTIMATES

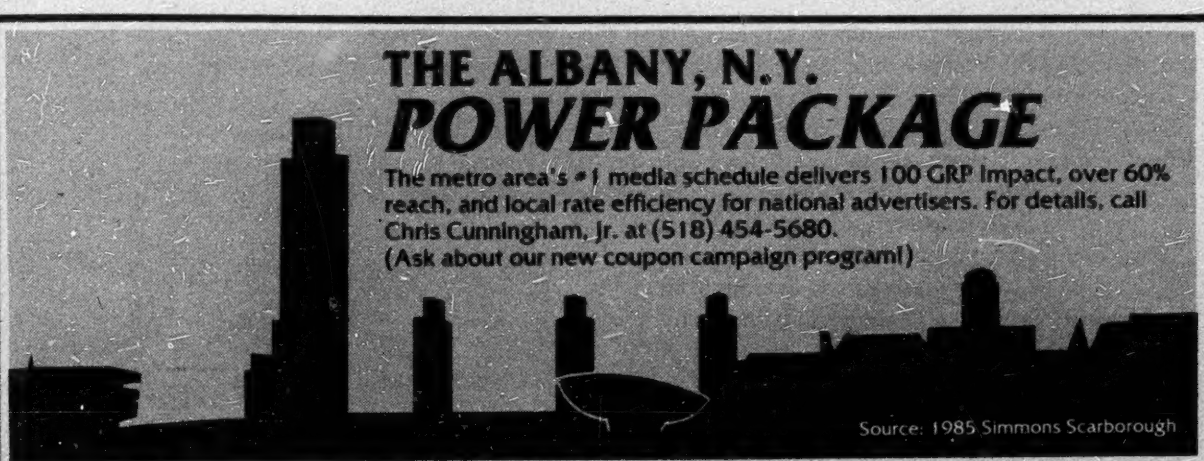
EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY - SCHENECTADY - TROY	**10,529,873**	**24,872**	**23.1**	**28.9**	**17.7**	**13.6**	**.3669**
Albany	3,820,010	25,388	22.9	27.7	17.6	15.5	.1426
• Albany	1,197,570	18,949	28.1	24.6	12.1	10.7	.0438
Greene	415,580	18,981	28.9	28.6	12.2	6.6	.0154
Montgomery	573,576	21,308	26.7	30.6	14.6	8.1	.0200
Rensselaer	1,769,600	24,313	22.7	29.1	17.9	12.2	.0570
• Troy	560,390	18,439	27.0	25.4	13.1	8.1	.0197
Saratoga	2,088,803	28,319	20.7	30.1	21.4	15.6	.0661
Schenectady	1,862,304	24,272	23.6	29.3	16.7	13.0	.0658
• Schenectady	747,346	19,063	28.1	28.1	12.3	7.3	.0294
SUBURBAN TOTAL	8,024,567	27,436	21.2	30.2	19.8	15.3	.2740
BINGHAMTON	**3,172,765**	**24,154**	**24.7**	**29.1**	**17.1**	**12.9**	**.1098**
Broome	2,540,337	23,694	25.1	29.3	16.8	12.1	.0909
• Binghamton	611,570	17,964	30.4	25.2	11.5	8.2	.0246
Tioga	632,428	26,254	23.4	28.2	18.1	16.3	.0189
SUBURBAN TOTAL	2,561,195	26,175	23.1	30.3	18.7	14.3	.0852
BUFFALO	**11,142,465**	**23,815**	**22.4**	**29.2**	**17.4**	**11.2**	**.3911**
Erie	11,142,465	23,815	22.4	29.2	17.4	11.2	.3911
• Buffalo	3,304,188	16,393	26.8	24.9	10.8	6.2	.1149
SUBURBAN TOTAL	7,838,277	28,275	19.7	32.0	21.4	14.2	.2762

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***13,622,762***	***23,981***	***22.3***	***29.5***	***17.7***	***11.0***	***.4748***
ELMIRA	**963,738**	**21,010**	**27.4**	**30.2**	**14.5**	**7.9**	**.0364**
Chemung	963,738	21,010	27.4	30.2	14.5	7.9	.0364
• Elmira	294,113	17,081	29.2	27.3	10.4	4.6	.0127
SUBURBAN TOTAL	669,625	23,464	26.4	31.9	16.8	9.7	.0237
GLENS FALLS	**1,179,721**	**22,251**	**26.2**	**30.6**	**15.7**	**9.3**	**.0450**
Warren	605,653	21,820	26.8	29.6	14.8	10.2	.0259
• Glens Falls	174,099	20,229	26.7	29.7	13.6	7.3	.0106
Washington	574,068	22,704	25.8	31.7	16.5	8.4	.0191
SUBURBAN TOTAL	1,005,622	22,636	26.3	30.7	16.0	9.7	.0344
NASSAU - SUFFOLK	**42,362,957**	**38,289**	**13.3**	**22.8**	**22.6**	**32.9**	**1.3985**
Nassau	23,537,308	41,853	11.7	20.6	21.6	38.5	.7775
Hempstead	571,702	27,681	20.6	24.7	17.6	22.0	.0242
Suffolk	18,825,649	35,351	15.0	25.2	23.5	27.1	.6210
SUBURBAN TOTAL	42,362,957	38,289	13.3	22.8	22.6	32.9	1.3985
NEW YORK	**108,623,082**	**21,815**	**22.7**	**24.2**	**14.2**	**15.2**	**3.5298**
Bronx	9,545,655	15,042	26.8	22.2	9.9	6.1	.3179
Kings	21,941,618	17,502	25.9	23.9	11.7	8.7	.7230



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POWER PACKAGE

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Knickerbocker News
Evenings
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N.Y. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
New York (Manhattan)	26,533,748	21,091	22.6	23.0	11.7	17.4	.9375
• New York City	88,048,625	20,317	23.9	24.4	13.4	12.8	2.8837
Putnam	1,244,495	36,767	14.8	23.5	26.2	26.9	.0362
Queens	24,652,804	24,790	22.4	27.6	17.4	14.7	.7474
Richmond	5,374,800	33,263	15.6	24.9	22.9	24.0	.1579
Rockland	4,286,317	40,626	12.7	20.6	22.0	36.5	.1298
Westchester	15,043,645	34,097	16.3	22.8	18.2	30.5	.4801
Mount Vernon	860,945	24,113	22.4	24.2	16.0	17.5	.0285
New Rochelle	1,207,381	30,852	18.3	23.7	16.5	27.2	.0384
• White Plains	827,679	29,986	18.7	23.7	16.6	26.4	.0405
Yonkers	2,776,459	28,459	19.4	25.5	18.5	20.7	.0888
SUBURBAN TOTAL	19,746,778	35,904	15.3	22.3	19.6	31.7	.6056
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***252,011,225***	***27,345***	***19.6***	***24.1***	***17.0***	***21.2***	***8.2459***
NIAGARA FALLS	**2,480,297**	**24,665**	**21.9**	**31.1**	**18.9**	**10.3**	**.0837**
Niagara	2,480,297	24,665	21.9	31.1	18.9	10.3	.0837
• Niagara Falls	705,222	20,725	24.1	29.2	14.8	7.6	.0245
SUBURBAN TOTAL	1,775,075	26,527	20.8	31.9	20.9	11.6	.0592
ORANGE COUNTY	**3,156,054**	**26,530**	**21.0**	**29.6**	**19.7**	**13.8**	**.1137**
Orange	3,156,054	26,530	21.0	29.6	19.7	13.8	.1137
SUBURBAN TOTAL	3,156,054	26,530	21.0	29.6	19.7	13.8	.1137
POUGHKEEPSIE	**3,355,281**	**30,117**	**19.0**	**27.5**	**21.1**	**19.7**	**.1115**
Dutchess	3,355,281	30,117	19.0	27.5	21.1	19.7	.1115
• Poughkeepsie	372,596	18,871	26.1	23.9	12.8	11.0	.0165
SUBURBAN TOTAL	2,982,685	31,823	17.8	28.0	22.6	21.3	.0950
ROCHESTER	**12,983,066**	**27,764**	**20.3**	**28.0**	**20.0**	**16.7**	**.4347**
Livingston	647,815	25,314	23.2	31.2	19.0	11.7	.0215
Monroe	9,767,327	28,619	19.3	26.9	20.3	18.5	.3285
• Rochester	2,703,913	19,636	25.2	26.7	14.0	8.4	.0948
Ontario	1,061,193	25,112	23.7	32.8	18.3	10.4	.0386
Orleans	459,890	25,690	23.6	28.6	20.2	12.3	.0143
Wayne	1,046,841	26,597	21.8	30.4	19.9	13.3	.0318
SUBURBAN TOTAL	10,279,153	30,835	18.4	28.6	22.2	19.8	.3399
SYRACUSE	**8,023,609**	**25,895**	**22.0**	**28.6**	**18.7**	**14.5**	**.2744**
Madison	689,039	22,564	26.0	31.3	15.5	9.2	.0232
Onondaga	5,810,904	25,812	22.0	28.6	18.7	14.3	.2037
• Syracuse	1,798,608	18,442	27.9	25.8	12.4	8.0	.0666
Oswego	1,323,666	28,524	19.9	27.0	20.7	18.4	.0475
SUBURBAN TOTAL	6,225,001	28,949	19.7	29.9	21.2	17.0	.2078
UTICA - ROME	**3,366,294**	**21,990**	**25.6**	**30.7**	**15.1**	**9.1**	**.1211**
Herkimer	716,612	22,308	25.7	32.0	14.6	9.1	.0242
Oneida	2,649,682	21,901	25.7	30.4	15.3	9.0	.0969
• Rome	442,432	20,737	28.6	30.0	14.2	7.9	.0168
• Utica	703,667	17,521	28.2	26.6	11.3	5.8	.0273
SUBURBAN TOTAL	2,220,195	24,187	24.0	32.5	16.9	10.6	.0770
OTHER COUNTIES							
Allegany	391,780	16,056	33.4	27.9	8.0	2.2	.0148
Cattaraugus	836,519	20,250	27.7	30.7	13.4	6.6	.0301
Cayuga	774,048	20,826	26.9	31.1	15.1	5.9	.0280
Chautauqua	1,576,239	21,614	26.1	30.7	14.5	8.7	.0548
Chenango	502,356	20,594	30.1	30.5	14.8	6.3	.0176
Clinton	752,579	20,232	29.4	29.4	13.8	7.4	.0295
Columbia	704,094	21,738	27.5	30.0	14.7	9.4	.0235
Cortland	455,762	19,937	28.2	30.6	12.4	6.9	.0171
Delaware	454,602	19,590	30.2	30.6	11.4	6.8	.0172
Essex	357,545	18,847	29.9	29.1	11.7	6.1	.0129
Franklin	397,544	17,182	31.7	25.7	11.3	5.5	.0154
Fulton	587,263	20,381	27.7	31.4	12.6	7.0	.0204
Genesee	571,095	21,429	27.0	33.4	14.4	5.9	.0208
Hamilton	39,102	15,431	38.3	24.6	7.3	2.5	.0013
Jefferson	864,062	19,449	28.8	29.0	12.9	6.6	.0339
Lewis	233,624	20,612	27.8	32.8	12.5	6.4	.0076
Otsego	622,255	20,197	29.1	29.0	13.2	8.3	.0220
St. Lawrence	1,085,900	20,299	26.7	27.6	14.4	8.6	.0390
Schoharie	289,021	19,692	29.3	30.7	12.7	5.8	.0104
Schuyler	190,275	22,657	28.2	33.2	16.3	7.6	.0060
Seneca	425,518	26,904	22.8	30.6	19.9	14.4	.0131
Steuben	1,038,523	20,564	28.3	30.1	13.6	7.8	.0358
Sullivan	714,766	19,305	28.7	28.3	12.2	7.8	.0261
Tompkins	1,117,597	24,214	24.2	26.6	16.1	16.5	.0371
Ulster	2,022,091	24,178	24.1	27.4	16.9	14.5	.0682
Wyoming	421,422	24,197	23.8	33.0	17.2	10.2	.0142
Yates	219,801	18,309	30.3	28.6	10.7	6.0	.0072
TOTAL METRO COUNTIES	**211,334,202**	**25,064**	**21.3**	**25.4**	**16.6**	**17.2**	**7.0166**
TOTAL STATE	**228,984,585**	**24,556**	**21.8**	**25.9**	**16.4**	**16.4**	**7.6406**

NORTH CAROLINA

N.C.

S&MM ESTIMATES

POPULATION—12/31/85 | **RETAIL SALES BY STORE GROUP 1985**

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ASHEVILLE	**168.0**	**.0697**	**34.8**	**9.7**	**17.0**	**19.6**	**30.1**	**66.1**	**1,190,197**	**226,466**	**103,558**	**143,276**	**52,945**	**295,339**	**47,784**
Buncombe	168.0	.0697	34.8	9.7	17.0	19.6	30.1	66.1	1,190,197	226,466	103,558	143,276	52,945	295,339	47,784
• Asheville	59.2	.0246	38.1	9.3	16.0	16.7	37.0	25.2	835,085	135,962	78,751	128,186	35,107	183,698	33,406
SUBURBAN TOTAL	108.8	.0451	33.6	10.0	17.3	21.2	26.5	40.9	355,112	90,504	24,807	15,090	17,838	111,641	14,378
BURLINGTON	**100.5**	**.0417**	**34.2**	**11.1**	**16.1**	**20.2**	**28.6**	**38.2**	**763,657**	**147,208**	**61,140**	**68,802**	**43,070**	**210,610**	**24,946**
Alamance	100.5	.0417	34.2	11.1	16.1	20.2	28.6	38.2	763,657	147,208	61,140	68,802	43,070	210,610	24,946
• Burlington	37.5	.0156	35.4	10.2	16.1	19.1	31.4	15.1	544,619	80,380	42,806	62,926	31,110	172,434	16,824
SUBURBAN TOTAL	63.0	.0261	33.6	11.7	16.0	20.9	26.9	23.1	219,038	66,828	18,334	5,876	11,960	38,176	8,122
CHARLOTTE - GASTONIA - ROCK HILL	**1,049.0**	**.4357**	**31.8**	**11.5**	**18.1**	**20.1**	**24.3**	**387.6**	**6,611,375**	**1,500,788**	**536,856**	**663,578**	**334,183**	**1,749,710**	**199,331**
Cabarrus	93.3	.0388	33.9	10.2	16.2	20.3	27.9	34.2	544,825	125,405	35,375	60,139	27,257	154,100	17,572

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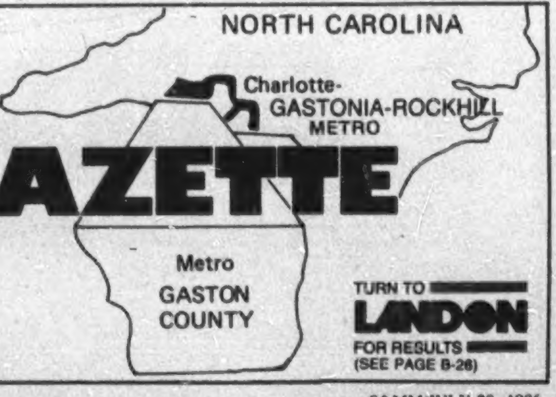

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MONTGOMERY

N.C. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Kannapolis	32.8	.0136	35.2	10.5	14.8	17.9	32.4	12.7	212,750	47,961	13,445	41,124	12,401	42,494	6,874
Gaston	169.5	.0704	32.1	10.6	17.1	19.9	25.2	60.9	873,530	226,124	66,175	130,659	30,457	200,226	36,414
• Gastonia	51.4	.0213	33.4	10.1	16.6	18.4	28.9	19.3	581,070	123,870	41,229	113,304	21,632	145,046	21,968
Lincoln	47.0	.0195	32.3	10.0	17.4	21.1	24.3	17.1	165,346	44,983	12,219	14,166	6,316	39,060	8,276
Mecklenburg	438.1	.1819	31.2	12.2	19.8	20.4	22.0	168.5	3,469,542	616,288	313,907	336,320	213,495	988,570	85,139
• Charlotte	340.4	.1413	31.0	12.1	20.5	19.5	22.3	134.0	3,073,437	476,681	278,285	305,955	195,387	949,575	75,256
Rowan	103.0	.0428	34.7	10.9	15.8	18.9	30.6	38.9	596,579	221,416	33,742	35,436	20,869	127,252	18,526
Union	78.9	.0328	30.6	11.3	17.2	20.6	21.8	26.5	332,537	87,795	18,057	38,499	9,679	87,981	9,176
York, S. C.	*119.2*	*.0495*	*30.5*	*12.2*	*17.6*	*19.8*	*22.4*	*41.5*	*629,016*	*178,777*	*57,381*	*48,359*	*26,110*	*152,521*	*24,228*
• *Rock Hill*	*39.2*	*.0163*	*29.3*	*16.5*	*16.9*	*15.9*	*24.5*	*13.8*	*381,789*	*95,848*	*38,065*	*43,173*	*18,843*	*63,646*	*15,547*
SUBURBAN TOTAL	585.2	.2432	32.1	10.9	17.1	21.1	24.1	207.8	2,362,329	756,428	165,832	160,022	85,920	548,949	79,686
FAYETTEVILLE	**263.7**	**.1095**	**25.4**	**20.2**	**19.6**	**17.6**	**13.6**	**83.9**	**1,344,263**	**258,860**	**119,972**	**199,069**	**113,484**	**342,710**	**30,048**
Cumberland	263.7	.1095	25.4	20.2	19.6	17.6	13.6	83.9	1,344,263	256,860	119,972	199,069	113,484	342,710	30,048
• Fayetteville	70.1	.0291	30.2	14.8	16.9	18.5	23.3	26.7	897,371	139,636	79,482	175,778	49,947	250,606	23,816
SUBURBAN TOTAL	193.6	.0804	24.3	22.1	20.6	17.2	10.1	57.2	446,892	119,224	40,490	23,291	63,537	92,104	6,232
GREENSBORO - WINSTON-SALEM - HIGH POINT	**902.1**	**.3745**	**32.5**	**11.7**	**17.7**	**20.5**	**25.1**	**341.8**	**5,478,379**	**1,064,848**	**506,459**	**604,371**	**326,066**	**1,367,381**	**174,563**
Davidson	121.9	.0506	32.8	10.2	17.1	21.4	24.9	44.8	478,661	111,837	39,406	27,967	25,888	117,275	19,912
Davie	27.1	.0112	33.1	9.0	18.0	21.5	25.2	9.9	75,473	19,534	4,871	2,351	10,498	12,905	3,431
Forsyth	258.0	.1071	32.5	12.1	18.1	20.2	25.3	100.7	1,933,537	358,443	184,121	227,268	94,198	533,977	60,342
• Winston-Salem	144.4	.0600	32.3	14.2	17.1	17.6	27.8	58.0	1,547,359	248,728	150,001	218,478	74,871	429,054	45,721
Guilford	328.8	.1366	32.0	13.0	17.9	19.7	24.8	125.0	2,439,505	441,013	233,212	302,260	174,156	576,502	67,494
• Greensboro	177.9	.0739	30.8	15.6	19.0	17.7	24.3	68.1	1,728,609	297,520	171,922	235,704	107,343	413,411	43,445
• High Point	67.3	.0279	32.7	11.4	16.7	18.0	28.1	25.7	609,722	113,945	46,334	65,378	63,451	150,898	18,773
Randolph	99.6	.0413	33.1	10.0	17.5	21.7	24.9	37.3	371,369	86,568	29,470	39,827	12,984	78,223	14,953
Stokes	36.6	.0152	32.1	9.7	18.0	21.5	23.3	12.9	71,867	15,867	6,807	875	4,132	20,877	3,699
Yadkin	30.1	.0125	34.9	9.5	16.4	21.2	28.7	11.2	107,967	31,586	8,572	3,823	4,210	27,682	4,732
SUBURBAN TOTAL	512.5	.2127	33.1	9.6	17.8	22.6	24.0	190.0	1,592,689	404,655	138,202	84,811	80,401	374,018	66,624
HICKORY	**217.2**	**.0902**	**32.5**	**10.5**	**17.5**	**21.3**	**24.3**	**79.7**	**1,180,385**	**267,420**	**100,584**	**106,514**	**56,332**	**273,022**	**49,200**
Alexander	27.5	.0114	31.8	10.5	17.8	22.1	22.3	9.7	69,691	20,091	6,194	3,098	3,314	14,513	3,108
Burke	76.5	.0318	33.0	10.2	17.1	21.5	24.9	28.0	263,362	81,250	24,132	16,655	9,518	40,033	12,519
Catawba	113.2	.0470	32.3	10.8	17.7	20.8	24.4	42.0	847,332	166,079	70,258	86,761	43,500	218,476	33,573
• Hickory	24.8	.0103	33.8	13.8	16.0	18.2	29.9	10.2	483,876	84,575	42,610	56,973	27,923	113,862	18,666
SUBURBAN TOTAL	192.4	.0799	32.3	10.1	17.6	21.7	23.6	69.5	696,509	182,845	57,974	49,541	28,409	159,160	30,534
JACKSONVILLE	**121.4**	**.0504**	**23.4**	**31.3**	**17.3**	**14.5**	**11.0**	**34.8**	**566,056**	**108,966**	**49,003**	**84,378**	**38,092**	**170,807**	**13,766**
Onslow	121.4	.0504	23.4	31.3	17.3	14.5	11.0	34.8	566,056	108,966	49,003	84,378	38,092	170,807	13,766

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Source: Sales & Marketing Management, 1986 Survey of Buying Power; NC Alcholic Beverage Control Boards (July 1, 1984-June 30, 1985); Scarborough Research Corp.

N.C. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Jacksonville	26.4	.0110	27.9	16.5	20.2	18.2	17.5	9.5	427,584	72,135	35,002	81,853	32,227	122,505	8,955
SUBURBAN TOTAL	95.0	.0394	22.9	35.5	16.5	13.4	9.3	25.3	138,472	36,821	14,001	2,525	5,865	48,302	4,811
RALEIGH - DURHAM	**632.9**	**.2628**	**30.1**	**16.1**	**20.6**	**19.1**	**20.8**	**238.3**	**3,973,862**	**792,430**	**372,928**	**495,734**	**230,178**	**969,985**	**148,362**
Durham	161.9	.0672	30.7	15.2	20.0	17.6	23.7	62.3	1,073,479	203,170	94,894	147,849	60,471	270,008	44,262
• Durham	103.4	.0429	29.9	18.6	20.0	14.1	25.8	41.2	917,470	192,922	82,954	147,683	44,219	188,569	40,954
Franklin	32.6	.0136	33.0	11.4	16.0	18.0	28.9	11.4	79,292	24,334	5,578	6,048	1,762	13,509	4,401
Orange	84.0	.0349	27.6	25.1	21.6	16.2	17.9	31.5	420,256	121,830	56,496	26,545	19,098	55,835	15,197
• Chapel Hill	34.1	.0142	24.5	38.6	19.0	13.6	14.5	11.2	262,460	61,186	43,179	21,810	12,041	37,712	11,178
Wake	354.4	.1471	30.3	14.9	21.0	20.6	19.5	133.1	2,400,835	443,096	215,960	315,292	148,847	630,603	84,502
• Raleigh	181.3	.0753	29.8	19.4	21.1	18.2	20.8	69.9	1,653,247	238,608	162,382	237,241	80,177	530,618	49,020
SUBURBAN TOTAL	314.1	.1304	31.0	11.0	20.7	21.9	19.9	116.0	1,140,685	299,714	84,413	89,000	93,741	213,056	47,210
WILMINGTON	**113.3**	**.0470**	**31.8**	**11.8**	**18.4**	**19.3**	**24.9**	**43.3**	**878,435**	**159,123**	**79,308**	**123,900**	**44,241**	**224,649**	**25,111**
New Hanover	113.3	.0470	31.8	11.8	18.4	19.3	24.9	43.3	878,435	159,123	79,308	123,900	44,241	224,649	25,111

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N.C. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Wilmington	45.7	.0190	32.3	14.1	16.7	14.7	30.8	19.0	666,015	110,977	54,692	96,815	42,168	166,197	22,770
SUBURBAN TOTAL	67.6	.0280	31.5	10.3	19.7	22.3	20.8	24.3	212,420	48,146	24,616	27,085	2,073	58,452	2,341
OTHER COUNTIES															
Alleghany	10.2	.0043	36.0	8.9	15.5	19.5	32.0	3.9	33,636	6,713	2,056	1,606	840	6,845	1,866
Anson	26.4	.0109	31.8	9.8	16.0	16.2	28.6	8.8	75,476	21,343	4,488	3,197	4,330	18,638	3,762
Ashe	23.3	.0097	35.2	9.2	15.8	20.1	30.2	9.0	91,706	20,093	4,810	6,877	3,363	25,008	2,948
Avery	15.2	.0063	32.0	12.9	16.7	19.0	25.9	5.3	65,663	18,841	3,830	5,089	1,207	9,677	2,713
Beaufort	42.9	.0178	33.0	9.8	15.9	18.4	28.4	15.7	201,319	53,299	11,585	21,676	6,791	49,335	8,143
Bertie	21.3	.0089	32.0	10.7	14.1	16.6	29.1	7.4	50,440	16,391	1,925	1,333	1,748	15,823	1,548
Bladen	31.7	.0131	31.5	10.4	16.7	18.0	26.2	11.1	82,631	21,898	2,986	6,287	2,343	20,272	4,118
Brunswick	46.4	.0193	32.3	9.8	16.7	19.2	26.4	16.7	172,233	62,977	23,299	12,692	3,393	18,857	6,168
Caldwell	72.1	.0299	32.2	10.6	16.8	21.7	23.6	25.9	324,606	83,328	18,401	22,208	28,564	93,395	13,435
Camden	6.0	.0025	33.3	10.7	14.1	19.8	27.9	2.0	13,941	3,758	853	468	469	882	107
Carteret	48.1	.0200	33.2	11.6	17.2	19.0	27.9	18.7	282,785	49,786	29,174	27,741	16,138	58,662	8,294
Caswell	22.3	.0092	31.8	11.1	17.1	19.3	25.2	7.1	24,166	8,972	384	2,168	949	5,942	1,571
Chatham	36.3	.0151	33.1	10.0	19.5	19.6	26.6	13.7	120,218	34,158	8,463	8,235	3,524	34,949	2,892
Cherokee	20.3	.0084	35.7	8.6	14.7	19.4	31.6	7.7	97,685	29,744	7,831	7,775	8,324	10,051	3,549
Chowan	13.4	.0056	33.9	9.6	15.5	17.1	31.3	5.0	58,037	16,933	3,167	8,678	1,668	11,918	2,215
Clay	7.3	.0030	36.3	8.5	16.3	17.1	34.5	2.7	23,892	3,302	245	709	1,071	9,557	1,087
Cleveland	87.2	.0362	32.3	10.5	16.5	19.8	25.8	30.9	368,495	104,479	33,243	35,340	16,768	84,271	17,620
Columbus	52.5	.0218	32.1	10.3	15.8	19.6	25.8	18.5	243,755	55,964	13,187	18,408	8,239	59,903	11,347
Craven	77.4	.0322	27.7	17.0	18.2	16.9	19.8	27.1	440,668	105,503	31,281	50,333	20,608	133,496	11,012
Currituck	13.7	.0056	33.2	10.5	16.1	19.1	28.0	5.1	29,828	14,591	2,333	493	1,203	664	513
Dare	17.4	.0073	34.7	10.4	18.7	18.1	31.4	7.1	152,189	41,821	30,215	9,481	5,170	12,187	1,451
Duplin	42.0	.0175	32.5	10.3	15.5	19.0	27.2	15.0	143,009	45,090	9,375	8,101	8,682	32,938	5,863
Edgecombe	58.8	.0244	30.6	11.0	17.1	17.3	25.1	20.0	210,384	62,524	11,946	19,848	10,991	43,665	9,311
Gates	9.6	.0039	33.9	10.6	15.3	17.9	30.4	3.1	19,680	6,190	1,175	636	139	7,273	1,130
Graham	7.5	.0032	33.2	9.4	16.1	19.2	27.9	2.5	14,616	5,151	1,127	1,059	531	815	742
Granville	35.3	.0146	33.1	10.4	16.5	20.0	26.8	11.6	114,865	35,466	6,820	8,777	3,261	24,786	8,876
Greene	16.4	.0068	30.3	12.0	16.8	17.5	24.7	5.4	21,846	4,932	1,516	1,549	1,328	4,744	486
Halifax	56.2	.0233	32.2	10.4	15.4	17.3	28.4	19.5	305,411	65,211	20,531	43,992	26,377	52,355	11,453
Harnett	63.5	.0264	30.2	15.1	16.0	18.0	24.2	22.1	235,816	60,080	19,769	23,182	10,052	34,508	12,625
Haywood	48.7	.0202	36.1	9.1	15.3	20.9	30.8	18.7	292,390	60,453	21,155	11,776	10,920	90,216	11,582
Henderson	68.2	.0283	37.3	8.3	15.0	19.0	34.3	27.4	452,273	83,917	31,836	22,448	14,052	150,896	14,084
Hertford	23.2	.0096	31.7	12.5	14.9	17.0	28.0	7.9	104,537	27,999	9,220	14,324	6,086	19,159	4,131
Hoke	22.4	.0093	27.5	14.0	16.8	17.0	20.3	6.7	32,228	12,368	2,073	3,603	1,739	5,712	1,807
Hyde	5.9	.0025	32.9	10.9	14.9	16.4	30.4	2.1	12,791	5,423	1,913	1,337	430	609	316
Iredell	88.4	.0367	33.3	10.1	16.4	20.2	27.1	32.4	444,452	112,177	38,699	44,028	18,894	100,556	19,416
Jackson	27.4	.0114	29.7	20.5	15.4	17.6	24.2	9.4	119,402	33,447	11,765	11,456	4,645	25,903	6,906
Johnston	77.2	.0320	33.0	9.8	17.0	20.1	26.5	28.7	404,910	87,065	29,883	19,246	31,107	86,065	14,727
Jones	9.7	.0040	31.7	11.1	15.6	17.3	27.6	3.2	21,205	2,909	759	3,166	484	5,986	217
Lee	40.9	.0170	32.0	10.8	17.3	20.1	24.8	14.6	260,807	72,681	18,454	17,525	8,189	70,991	7,938
Lenoir	61.9	.0257	32.1	10.7	16.4	19.2	26.1	22.4	337,072	75,443	23,648	40,595	16,526	81,216	12,266
McDowell	36.4	.0152	33.2	9.8	16.3	20.3	26.8	13.2	154,825	40,607	12,099	12,567	4,752	40,766	6,640
Macon	23.1	.0095	38.9	8.1	14.5	19.0	36.2	9.3	127,728	27,232	10,347	13,267	5,673	10,695	5,138
Madison	17.3	.0072	34.0	12.9	15.1	18.7	29.8	6.3	34,627	6,426	2,055	1,354	1,532	8,608	1,997
Martin	27.8	.0116	32.2	10.3	16.0	18.2	27.3	9.4	98,448	27,219	10,474	13,390	4,756	18,271	3,555
Mitchell	14.7	.0061	36.5	9.6	15.2	20.5	31.7	5.3	50,596	8,876	3,713	1,179	3,547	19,400	2,427
Montgomery	23.9	.0099	32.6	10.4	16.4	18.1	27.9	8.5	75,635	19,911	6,409	3,198	3,778	16,364	4,332
Moore	57.5	.0239	34.8	10.4	15.2	17.7	32.0	22.4	241,390	64,672	18,517	13,185	8,627	71,978	8,952
Nash	71.5	.0297	32.0	10.6	17.5	18.9	25.8	26.3	489,083	102,341	52,182	57,586	20,308	103,596	17,095
Rocky Mount	47.1	.0196	32.4	9.7	17.8	17.4	27.9	18.2	447,371	97,645	43,787	55,773	20,949	86,378	18,210
Northampton	22.9	.0095	33.2	10.8	15.2	17.2	30.0	7.6	44,380	15,040	3,017	990	293	6,400	1,263
Pamlico	11.1	.0046	34.1	9.8	15.2	18.1	30.6	3.9	41,190	10,037	2,608	1,175	394	17,576	830
Pasquotank	30.7	.0128	31.0	14.8	15.7	16.9	26.9	11.1	218,532	31,325	14,118	23,095	12,223	55,243	9,241
Pender	25.0	.0104	32.9	9.3	16.3	18.5	28.1	8.7	60,573	26,701	2,770	2,253	868	7,918	2,253
Perquimans	10.1	.0041	35.4	10.2	13.8	17.7	32.8	3.8	22,900	3,925	1,969	862	399	9,072	367
Person	30.2	.0126	32.6	10.7	16.7	18.6	27.3	10.8	127,797	32,694	6,600	7,316	6,268	36,898	6,566
Pitt	94.6	.0393	28.2	20.0	17.9	16.5	21.3	35.7	559,012	103,587	51,916	54,203	32,605	155,366	12,883
Polk	14.5	.0060	40.3	7.9	13.7	17.9	38.8	5.7	40,403	9,592	3,113	1,189	1,278	10,837	2,550
Richmond	47.5	.0198	32.5	10.5	15.9	17.9	28.2	17.2	211,098	52,999	15,071	19,884	10,967	52,320	10,193
Robeson	108.2	.0449	28.6	11.5	16.5	17.2	22.3	34.6	443,998	93,440	29,821	24,272	26,548	86,082	14,892
Rockingham	87.4	.0363	33.2	10.3	16.6	19.3	27.7	32.4	394,014	117,644	31,947	38,537	29,670	97,073	17,932
Rutherford	56.3	.0233	34.3	9.3	15.5	19.2	29.8	21.1	292,264	69,695	19,627	21,510	13,965	83,190	12,347
Sampson	51.9	.0216	32.7	10.1	15.8	18.9	27.5	18.4	173,421	41,570	9,135	19,028	11,208	38,959	7,786
Scotland	34.8	.0144	29.2	12.0	17.3	17.5	22.5	11.6	172,326	54,739	13,124	21,645	6,927	35,898	4,176
Stanly	52.1	.0217	34.1	10.5	15.9	19.5	29.2	19.3	221,286	54,285	15,703	14,822	8,950	55,806	10,838
Surry	62.6	.0260	34.1	9.8	16.0	20.2	28.4	23.3	388,499	78,488	21,992	26,911	18,454	93,461	18,094
Swain	10.8	.0044	33.9	10.1	14.9	18.9	29.4	4.0	52,092	15,361	8,622	2,546	1,375	6,535	1,489
Transylvania	25.4	.0106	33.9	11.1	15.4	19.8	28.6	9.4	97,866	28,306	7,586	7,675	2,855	20,141	4,644
Tyrrell	4.0	.0016	34.3	10.4	13.3	16.7	32.4	1.4	6,151	1,307	129	148	56	770	
Vance	38.7	.0161	31.9	10.1	16.6	17.8	27.1	13.5	204,758	43,732	14,493	23,870	10,476	48,693	6,685
Warren	16.6	.0069	33.7	10.1	14.4	15.8	32.2	5.6	42,286	15,075	1,795	2,213	3,573	6,833	2,000
Washington	15.2	.0063	30.3	11.0	17.0	17.7	24.3	5.1	40,042	13,104	2,947	3,372	2,436	8,088	1,959
Watauga	34.1	.0142	28.0	25.6	15.9	16.9	21.9	12.2	234,283	48,469	25,765	13,910	13,989	51,999	7,688
Wayne	101.0	.0419	29.9	13.4	17.6	19.3	21.7	35.5	504,750	94,667	34,865	60,543	23,501	143,061	15,379
Wilkes	62.7	.0261	32.6	10.5	17.4	20.8	25.0	23.0	271,208	56,240	17,392	20,312	5,623	69,026	9,395
Wilson	65.2	.0270	31.3	11.9	17.0	18.6	25.2	23.5	386,464	74,756	28,922	49,994	14,990	101,718	14,556
Yancey	15.6	.0065	34.6	9.0	16.7	19.4	29.9	5.6	40,390	13,918	2,659	2,469	501	7,134	2,601
TOTAL METRO COUNTIES	3,496.9	1.4520	31.0	13.6	18.4	19.7	23.0	1,272.2	21,267,598	4,347,332	1,872,427	2,441,263	1,212,481	5,481,642	688,883
TOTAL STATE	6,304.9	2.6179	31.5	12.6	17.6	19.2	24.6	2,299.0	34,422,973	7,481,902	2,871,549	3,569,375	1,826,989	8,526,122	1,189,059

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*S&MM 1986 Survey of Buying Power
**1985 Newspaper Ratings Study

The Charlotte Observer

Represented Nationally by
Knight Ridder Newspaper Sales

N.C.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ASHEVILLE	**1,711,710**	**19,507**	**28.6**	**29.1**	**12.4**	**7.1**	**.0701**
Buncombe	1,711,710	19,507	28.6	29.1	12.4	7.1	.0701
• Asheville	614,905	17,094	29.7	25.0	10.3	7.0	.0339
SUBURBAN TOTAL	1,096,805	20,915	27.9	31.6	13.7	7.2	.0362
BURLINGTON	**1,044,196**	**21,459**	**26.6**	**31.1**	**14.7**	**7.8**	**.0435**
Alamance	1,044,196	21,459	26.6	31.1	14.7	7.8	.0435
• Burlington	413,453	20,707	26.5	29.4	13.7	8.7	.0222
SUBURBAN TOTAL	630,743	21,947	26.7	32.3	15.3	7.1	.0213
CHARLOTTE - GASTONIA - ROCK HILL	**11,727,909**	**23,623**	**24.5**	**31.0**	**16.8**	**10.8**	**.4390**
Cabarrus	1,020,917	23,874	24.3	31.6	17.4	9.9	.0378
• Kannapolis	339,865	21,539	27.0	32.4	14.5	6.9	.0134
Gaston	1,778,539	23,221	24.7	32.6	16.4	9.1	.0645

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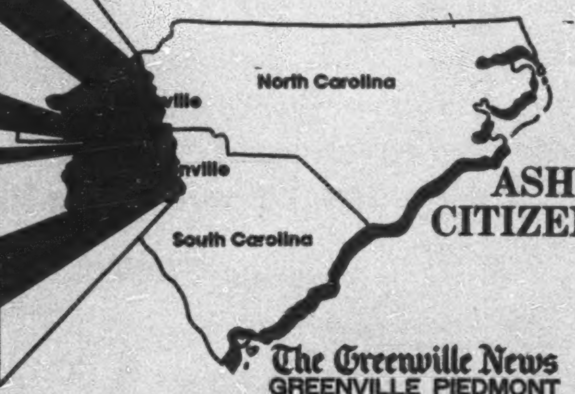

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TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

N.C. (cont.)

S&MM ESTIMATES — **SS** EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• Gastonia	556,091	21,367	25.9	28.6	13.8	10.8	.0267
Lincoln	496,473	23,123	24.8	34.6	16.0	8.3	.0162
Mecklenburg	5,365,151	24,319	24.1	29.0	17.4	13.1	.2068
• Charlotte	4,141,940	23,195	25.2	28.9	15.9	12.6	.1683
Rowan	1,081,495	22,021	26.5	33.4	14.6	7.4	.0407
Union	745,785	22,256	25.6	33.1	15.1	7.5	.0272
York, S. C.	*1,249,549*	*24,384*	*23.0*	*31.4*	*17.8*	*10.9*	*.0458*
• Rock Hill	*369,633*	*20,752*	*26.6*	*29.3*	*14.8*	*7.7*	*.0181*
SUBURBAN TOTAL	6,320,380	24,422	23.6	32.5	17.9	10.1	.2125
FAYETTEVILLE	**2,428,655**	**19,660**	**31.1**	**29.1**	**12.9**	**7.1**	**.0942**
Cumberland	2,428,655	19,660	31.1	29.1	12.9	7.1	.0942
• Fayetteville	718,711	18,577	27.2	23.8	12.4	10.5	.0379
SUBURBAN TOTAL	1,709,944	20,051	33.0	31.5	13.1	5.5	.0563
GREENSBORO - WINSTON-SALEM - HIGH POINT	**10,205,304**	**22,640**	**25.3**	**30.0**	**15.4**	**10.9**	**.3747**
Davidson	1,240,875	21,786	26.9	32.5	14.3	6.0	.0425
Davie	281,978	22,188	25.3	30.8	15.0	9.4	.0090
Forsyth	3,164,681	23,840	23.3	28.4	16.6	13.2	.1195
• Winston-Salem	1,719,120	20,246	26.2	25.8	12.5	12.2	.0760
Guilford	3,878,342	22,835	25.5	28.8	15.5	12.2	.1490
• Greensboro	2,109,261	22,151	26.3	28.2	14.3	12.6	.0896
• High Point	711,145	19,496	28.6	27.2	12.3	9.3	.0314
Randolph	966,208	20,773	29.0	33.5	12.6	6.1	.0334
Stokes	378,862	24,455	22.0	32.0	18.1	9.7	.0112
Yadkin	294,358	20,492	25.6	29.0	14.5	7.6	.0101
SUBURBAN TOTAL	5,665,778	23,970	24.3	32.1	17.1	10.2	.1777
HICKORY	**2,244,990**	**21,971**	**27.7**	**33.8**	**14.1**	**7.5**	**.0835**
Alexander	255,756	21,248	28.2	33.9	13.8	5.8	.0084
Burke	727,945	20,032	30.9	32.9	12.0	5.2	.0249
Catawba	1,261,289	23,651	25.7	34.1	15.6	9.5	.0502
• Hickory	307,622	20,300	28.8	28.1	10.2	12.5	.0180
SUBURBAN TOTAL	1,937,368	22,196	27.6	34.5	14.7	6.8	.0655

S&MM ESTIMATES — **SS** EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
JACKSONVILLE	**935,846**	**15,578**	**38.8**	**24.9**	**7.7**	**3.2**	**.0390**
Onslow	935,846	15,578	38.8	24.9	7.7	3.2	.0390
• Jacksonville	228,922	18,596	33.6	29.8	11.7	4.3	.0155
SUBURBAN TOTAL	706,924	14,600	40.8	23.0	6.2	2.8	.0235
RALEIGH - DURHAM	**7,749,780**	**24,658**	**23.4**	**28.0**	**17.1**	**14.5**	**.2763**
Durham	2,028,395	24,163	23.1	26.7	16.9	15.3	.0727
• Durham	1,211,033	20,424	26.7	26.4	13.0	11.6	.0499
Franklin	268,326	17,488	28.4	26.4	11.3	6.0	.0093
Orange	920,591	20,070	27.8	26.3	12.4	11.5	.0324
• Chapel Hill	388,595	21,023	26.9	21.6	12.1	18.4	.0154
Wake	4,532,468	26,854	21.9	29.1	18.9	15.6	.1619
• Raleigh	2,335,219	24,461	24.3	27.4	16.3	15.6	.0923
SUBURBAN TOTAL	3,814,933	26,854	21.3	29.5	19.6	14.5	.1187
WILMINGTON	**1,128,108**	**19,664**	**26.0**	**28.6**	**12.9**	**7.7**	**.0483**
New Hanover	1,128,108	19,664	26.0	28.6	12.9	7.7	.0483
• Wilmington	404,472	13,891	29.2	20.6	7.5	6.1	.0253
SUBURBAN TOTAL	723,636	24,141	23.5	34.9	17.1	8.9	.0230
OTHER COUNTIES							
Alleghany	78,533	14,861	33.9	24.7	4.6	4.7	.0029
Anson	183,781	15,932	30.7	26.4	8.3	3.6	.0071
Ashe	187,788	15,510	31.9	26.6	7.1	3.8	.0072
Avery	113,072	15,516	35.6	24.5	8.3	3.6	.0048
Beaufort	362,088	16,989	28.9	26.4	10.0	5.9	.0143
Bertie	161,390	15,081	29.0	25.0	8.1	5.0	.0057
Bladen	220,946	14,531	31.9	22.6	7.6	3.4	.0084
Brunswick	398,034	18,343	26.4	29.0	11.4	5.6	.0147
Caldwell	667,906	20,759	28.9	34.9	11.6	5.6	.0249
Camden	48,018	19,625	23.4	32.8	10.1	6.3	.0016
Carteret	470,120	19,047	29.7	28.4	13.1	5.9	.0185
Caswell	139,818	15,116	31.8	26.9	6.6	2.2	.0048
Chatham	344,353	20,308	28.2	32.7	12.9	5.3	.0117
Cherokee	158,612	14,877	34.7	23.2	8.0	3.8	.0066

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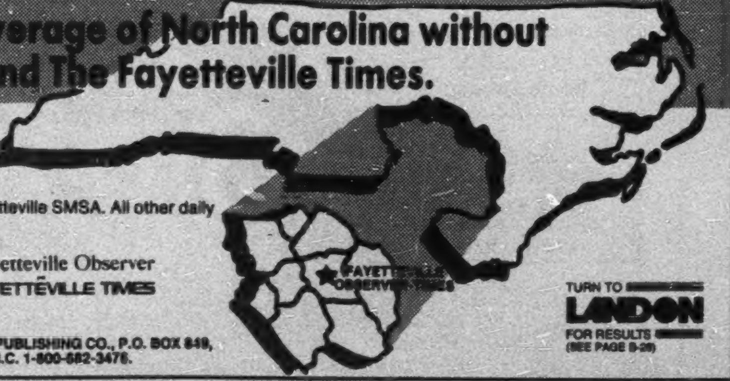

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TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

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- Burlington Daily Times-News
- Lexington Dispatch
- Reidsville Review - Eden News

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21% SAVINGS ON GROUP BUY

Source: Circulation 85/86

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

N.C. (cont.) S&MM ESTIMATES — SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Chowan	116,838	16,390	31.0	25.4	9.4	5.8	.0045
Clay	54,131	14,825	34.9	21.6	6.5	4.7	.0021
Cleveland	830,695	21,417	25.8	32.0	14.7	6.9	.0300
Columbus	438,107	16,729	28.7	24.2	10.6	7.2	.0174
Craven	703,693	18,108	29.8	26.7	11.7	6.5	.0285
Currituck	120,793	18,247	28.1	27.6	10.9	6.6	.0039
Dare	188,411	19,147	32.6	28.7	11.2	7.7	.0081
Duplin	315,287	15,638	29.9	25.6	8.1	4.3	.0121
Edgecombe	479,439	18,732	26.4	29.6	11.9	5.4	.0180
Gates	69,592	17,360	26.7	29.6	10.9	2.9	.0025
Graham	46,994	14,568	34.0	25.5	4.9	2.2	.0018
Granville	299,103	19,549	27.1	29.6	12.9	6.3	.0108
Greene	125,369	16,410	30.8	25.6	9.3	6.0	.0040
Halifax	419,949	15,006	27.5	24.1	8.3	5.4	.0187
Harnett	507,242	16,881	31.7	27.2	10.1	4.1	.0195
Haywood	511,657	20,927	26.3	27.5	15.7	9.0	.0194
Henderson	756,556	21,183	26.5	29.7	14.2	9.2	.0289
Hertford	190,205	17,534	27.3	26.0	11.3	6.8	.0075
Hoke	166,496	18,960	28.6	29.1	12.4	5.8	.0056
Hyde	40,446	13,797	31.8	22.4	6.2	3.8	.0015
Iredell	877,755	21,341	27.3	32.0	14.7	6.9	.0326
Jackson	221,831	16,298	31.9	25.8	8.7	5.0	.0088
Johnston	614,661	16,304	30.1	27.8	7.9	4.0	.0260
Jones	64,413	15,208	31.5	25.6	7.6	3.4	.0025
Lee	389,228	19,903	28.5	29.5	12.3	8.0	.0159
Lenoir	543,148	18,208	28.6	28.4	11.2	6.0	.0220
McDowell	327,132	20,187	28.1	33.5	12.4	4.6	.0123
Macon	198,286	15,068	35.1	23.3	6.9	4.3	.0082
Madison	142,390	15,157	30.8	24.0	7.9	4.6	.0046
Martin	214,101	16,962	29.6	26.5	10.2	5.5	.0083
Mitchell	120,374	17,854	30.1	27.9	13.0	3.3	.0044
Montgomery	200,141	18,709	29.0	31.4	10.4	4.6	.0073
Moore	622,076	20,361	27.1	29.9	11.5	9.5	.0210
Nash	677,176	18,779	26.9	27.4	12.6	7.1	.0286
Rocky Mount	467,722	18,796	26.0	26.7	12.6	7.8	.0219
Northampton	158,397	13,831	31.6	21.1	7.2	4.4	.0058
Pamlico	82,122	15,860	27.2	26.6	8.7	4.2	.0033
Pasquotank	245,844	16,212	30.2	25.1	10.2	4.3	.0117
Pender	173,202	14,496	30.3	24.5	7.3	3.9	.0065
Perquimans	67,586	13,366	33.2	21.2	6.9	1.6	.0025
Person	256,591	18,497	28.8	30.2	11.3	4.5	.0097
Pitt	856,083	16,986	27.9	24.9	11.1	6.4	.0353
Polk	159,265	20,145	27.8	25.6	13.4	11.3	.0049
Richmond	406,118	18,299	28.0	29.5	10.9	5.2	.0158
Robeson	783,403	16,554	30.5	27.1	9.0	4.6	.0326
Rockingham	890,698	21,379	25.7	30.0	14.7	8.6	.0316
Rutherford	528,307	19,600	27.8	30.1	12.8	6.0	.0203
Sampson	373,064	15,039	32.4	24.7	7.9	3.1	.0148
Scotland	312,469	20,552	25.0	29.1	15.1	7.1	.0121
Stanly	527,258	21,632	26.0	32.9	13.8	7.6	.0186
Surry	578,122	18,904	29.2	29.5	11.9	5.7	.0240
Swain	63,709	12,164	37.5	16.3	3.8	1.5	.0031
Transylvania	273,929	23,521	21.9	31.5	16.4	10.0	.0091
Tyrrell	25,400	14,708	30.2	25.1	7.4	1.8	.0008
Vance	325,744	17,613	29.6	27.7	10.3	6.1	.0134
Warren	105,973	13,417	31.5	22.7	5.3	2.8	.0042
Washington	127,753	18,817	25.5	26.9	12.5	7.8	.0045
Watauga	291,757	15,814	29.3	24.0	8.5	7.2	.0130
Wayne	822,532	17,129	31.2	27.1	10.2	4.7	.0340
Wilkes	599,162	19,868	28.7	31.8	11.0	6.9	.0217
Wilson	597,371	18,709	28.2	27.8	12.6	6.3	.0243
Yancey	108,963	15,045	33.8	26.2	5.3	2.5	.0041
TOTAL METRO COUNTIES	37,926,949	22,361	25.9	29.8	15.3	10.5	1.4228
TOTAL STATE	62,795,945	20,362	27.3	29.1	13.4	8.4	2.3850

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TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

NORTH DAKOTA

N.D. S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BISMARCK	**91.7**	**.0381**	**29.2**	**13.2**	**19.3**	**17.7**	**21.1**	**32.4**	**603,254**	**94,314**	**48,104**	**89,960**	**25,313**	**180,144**	**16,852**
Burleigh	63.3	.0263	29.1	14.0	20.2	18.1	19.9	22.6	479,753	71,302	38,215	89,083	22,338	132,651	15,551
• Bismarck	50.8	.0211	29.3	14.3	20.2	17.7	20.8	19.0	471,873	69,418	37,181	88,859	21,918	132,164	15,510
Morton	28.4	.0118	29.6	11.3	17.5	16.7	23.9	9.8	123,501	23,012	9,869	877	2,975	47,493	1,301
SUBURBAN TOTAL	40.9	.0170	29.1	11.7	18.3	17.7	21.5	13.4	131,381	24,896	10,923	1,101	3,395	47,980	1,342
FARGO - MOORHEAD	**148.2**	**.0616**	**28.6**	**18.8**	**19.1**	**16.1**	**21.7**	**54.2**	**1,039,549**	**156,306**	**89,024**	**126,069**	**42,351**	**294,905**	**21,128**
Cass	98.8	.0410	29.0	17.4	20.8	16.2	21.2	37.1	778,094	87,656	63,231	114,360	26,730	247,665	12,701
• Fargo	68.0	.0282	28.7	20.6	20.9	15.2	21.8	26.6	706,374	75,226	56,467	113,445	25,781	232,112	11,682
Clay, Minn.	*49.4*	*.0206*	*27.6*	*21.7*	*15.5*	*15.8*	*22.7*	*17.1*	*261,455*	*68,650*	*25,793*	*11,709*	*15,621*	*47,240*	*8,427*
• Moorhead	*29.5*	*.0122*	*25.1*	*29.5*	*15.1*	*13.8*	*21.4*	*10.1*	*204,020*	*59,885*	*20,417*	*9,031*	*13,582*	*36,685*	*7,401*
SUBURBAN TOTAL	50.7	.0212	30.0	10.2	19.0	18.5	22.0	17.5	129,155	21,195	12,140	3,593	2,988	26,108	1,845
GRAND FORKS	**70.5**	**.0292**	**26.1**	**21.9**	**20.2**	**14.6**	**17.4**	**23.7**	**471,745**	**58,519**	**29,544**	**98,665**	**26,330**	**144,013**	**6,230**
Grand Forks	70.5	.0292	26.1	21.9	20.2	14.6	17.4	23.7	471,745	58,519	29,544	98,665	26,330	144,013	6,230
• Grand Forks	45.2	.0188	26.4	24.2	19.4	14.6	18.7	16.2	441,557	53,503	26,982	97,731	25,998	132,774	5,465
SUBURBAN TOTAL	25.3	.0104	25.5	17.8	21.3	14.6	15.2	7.5	30,188	5,016	2,562	934	332	11,239	765
OTHER COUNTIES															
Adams	3.6	.0015	34.9	8.9	15.1	17.2	32.7	1.3	20,028	7,549	1,597	1,877		2,831	1,204
Barnes	13.7	.0057	33.8	13.3	14.2	15.1	33.2	5.1	84,787	14,372	4,824	6,088	2,233	29,212	2,840
Benson	8.1	.0034	31.0	8.8	13.1	15.2	29.6	2.5	8,254	2,601	1,234	124	229	748	158
Billings	1.1	.0004	30.2	10.5	14.6	17.9	25.0	.4	1,897	591	807				
Bottineau	9.3	.0039	34.7	10.4	14.0	16.0	33.7	3.2	39,929	6,059	3,213	979	1,898	12,204	1,141
Bowman	4.4	.0018	31.9	9.8	15.1	17.7	27.6	1.6	20,709	4,970	1,930	782	563	6,860	1,156
Burke	3.6	.0015	40.5	6.9	12.0	17.1	39.3	1.4	12,952	1,952	1,265	349	326	3,802	321
Cavalier	7.4	.0031	35.9	8.2	13.5	17.6	33.5	2.6	30,932	6,963	1,990	496	1,673	7,397	1,126
Dickey	7.4	.0031	34.2	10.2	14.1	16.0	32.9	2.5	32,643	6,886	3,221	943	1,054	9,146	1,921
Divide	3.3	.0013	41.7	7.1	12.4	16.0	41.3	1.2	11,497	2,505	901	569		2,810	278
Dunn	4.9	.0021	31.4	10.4	14.6	17.1	27.7	1.6	12,752	3,329	909		56	6,432	179
Eddy	3.1	.0013	39.4	7.9	12.5	15.1	39.5	1.3	14,641	2,888	638	147	228	4,696	418
Emmons	5.7	.0023	36.4	7.3	10.8	17.6	34.0	2.0	25,740	6,563	1,289	536	426	8,426	504
Foster	4.6	.0019	34.5	9.2	13.2	16.5	32.8	1.6	33,293	4,994	1,834	601	405	12,308	932
Golden Valley	2.5	.0011	34.6	8.1	13.6	15.9	33.6	.9	20,969	2,720	1,475	143	405	8,623	123
Grant	4.1	.0017	35.0	7.4	13.7	17.0	32.9	1.5	14,136	2,546	798		70	6,210	481
Griggs	3.7	.0016	39.7	7.5	14.4	14.8	40.0	1.4	9,726	3,689	595	380		2,107	268
Hettinger	4.2	.0017	36.1	8.2	13.3	17.2	34.1	1.5	19,482	4,698	1,329	475	61	9,632	919
Kidder	3.8	.0016	35.3	7.9	12.7	18.0	32.4	1.4	5,997	938	345		86	842	155
La Moure	6.4	.0027	37.0	8.1	12.6	16.3	36.0	2.3	17,436	4,319	1,603	275	71	4,597	536
Logan	3.3	.0013	39.5	7.4	10.2	18.1	37.4	1.2	16,211	2,525	583		321	9,018	251
McHenry	7.6	.0032	37.0	7.8	12.8	16.9	35.4	2.8	17,592	3,820	1,560	52	204	4,344	667
McIntosh	4.6	.0019	45.5	6.8	9.6	17.6	44.4	1.9	23,994	6,611	1,741	144	479	8,794	753
McKenzie	8.2	.0034	29.7	11.2	16.5	16.9	24.3	2.7	38,609	11,895	4,010		511	6,716	1,401
McLean	13.6	.0056	32.8	8.7	16.0	16.5	30.0	4.7	50,744	14,455	3,642	453	1,185	7,625	1,229
Mercer	14.2	.0059	30.1	11.2	18.9	17.5	23.2	5.1	52,005	12,661	5,679	1,304	1,445	13,044	1,965
Mountrail	8.1	.0034	33.8	8.4	14.4	16.4	31.9	2.9	34,327	8,697	2,773	692	561	11,203	1,819
Nelson	5.3	.0022	42.8	6.6	11.6	16.6	42.6	2.0	36,169	5,867	2,321	1,019	161	6,356	765
Oliver	2.7	.0011	29.7	10.0	17.7	18.4	22.3	.8	1,792	574	480				
Pembina	10.5	.0044	34.7	8.2	15.2	16.5	33.1	3.7	47,366	10,196	3,437	535	391	19,091	1,524
Pierce	6.2	.0026	35.4	8.9	12.0	17.0	33.5	2.0	47,405	7,727	3,116	2,425	863	19,223	1,070
Ramsey	13.5	.0056	33.3	10.7	14.9	15.8	31.7	5.0	104,769	17,990	7,928	5,140	3,623	32,897	4,273
Ransom	6.7	.0027	36.6	7.5	14.4	15.7	36.0	2.4	29,009	6,438	3,279	271	1,206	6,148	1,371
Renville	3.6	.0015	35.8	7.4	13.7	18.1	32.9	1.3	12,130	3,220	525		138	1,258	422
Richland	20.5	.0085	30.4	18.2	14.5	14.3	29.0	7.0	89,283	16,742	4,256	8,624	7,174	22,543	1,522
Rolette	13.5	.0057	26.0	10.7	14.0	16.0	21.3	3.8	40,014	12,525	1,509	731	475	13,292	1,009
Sargent	5.4	.0022	33.5	8.9	15.2	16.7	31.2	2.0	12,829	2,995	1,531	945	198	1,894	320
Sheridan	2.9	.0012	39.3	7.5	12.0	19.0	36.6	1.0	4,212	565	230		177	1,334	124
Sioux	3.8	.0016	23.1	10.7	14.8	16.8	15.5	.9	6,182	1,854	380	842		108	
Slope	1.1	.0004	31.8	10.2	13.8	16.7	28.9	.4	1,460	101	843				
Stark	26.8	.0112	27.6	15.9	17.7	15.2	21.8	9.1	245,155	35,417	13,280	12,448	10,341	98,635	5,946
Steele	2.9	.0012	37.2	7.6	13.4	18.2	34.6	1.1	9,036	435	451	687		6,524	

FARGO, NORTH DAKOTA . . . A GREAT MARKET IN THE GREAT NORTHERN TIER.

Of the seven ADIs between Spokane and Minneapolis, none rival Fargo, North Dakota.

With more than $3 billion in retail sales and $6 billion in effective buying income, the Fargo ADI accounts for almost 30% of the market potential in the Great Northern Tier.

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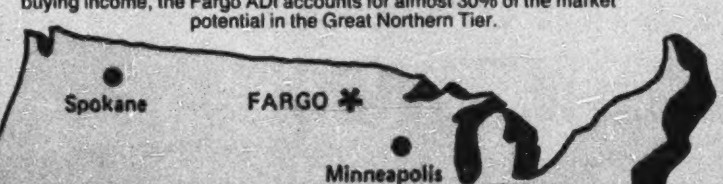

For more information on North Dakota's #1 newspaper, call Tim Larson at (701)235-7311

The Forum

Represented nationally by CWO&O

N.D. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Stutsman	25.0	.0103	32.2	11.8	16.8	17.0	28.3	9.1	163,549	28,474	13,798	7,755	6,741	50,502	4,200
Towner	4.2	.0018	38.3	8.6	12.7	15.4	38.0	1.6	20,711	3,850	1,517	205		9,221	995
Traill	9.6	.0040	35.7	12.3	12.8	15.2	35.5	3.4	37,087	4,467	3,487	340	719	17,579	1,779
Walsh	15.6	.0065	35.3	8.6	15.2	17.1	33.2	5.6	97,196	16,889	4,430	8,188	2,934	36,962	2,032
Ward	61.8	.0256	27.7	15.9	19.1	16.5	19.6	21.3	445,181	57,602	29,421	62,998	29,465	138,896	10,086
Wells	7.1	.0030	38.7	7.6	12.0	16.9	37.5	2.7	41,405	8,621	3,122	1,569	1,135	16,288	1,328
Williams	25.7	.0106	29.7	13.8	18.0	16.3	24.2	9.7	233,884	43,989	13,826	10,681	16,688	70,048	8,815
TOTAL METRO COUNTIES	**261.0**	**.1083**	**28.3**	**17.1**	**20.1**	**16.3**	**20.2**	**93.2**	**1,853,093**	**240,489**	**140,879**	**302,985**	**78,373**	**571,822**	**35,783**
TOTAL STATE	**699.9**	**.2906**	**30.3**	**13.5**	**17.3**	**16.3**	**25.7**	**247.7**	**4,250,199**	**678,823**	**305,831**	**445,797**	**175,292**	**1,340,248**	**106,109**

N.D.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BISMARCK	**1,094,949**	**25,929**	**22.1**	**28.4**	**18.9**	**14.4**	**.0402**
Burleigh	844,955	29,381	20.2	27.3	21.1	18.3	.0307
• Bismarck	714,134	29,749	20.0	27.1	21.3	18.7	.0271
Morton	249,994	20,119	26.4	31.2	13.8	5.3	.0095
SUBURBAN TOTAL	380,815	21,760	25.0	30.6	15.4	8.1	.0131
FARGO - MOORHEAD	**1,793,397**	**24,883**	**23.0**	**29.1**	**18.4**	**12.7**	**.0646**
Cass	1,302,315	26,708	21.6	28.3	19.8	14.9	.0481
• Fargo	928,872	25,881	22.5	27.3	19.4	14.5	.0374
Clay, Minn.	*491,082*	*21,675*	*25.9*	*30.8*	*15.1*	*8.1*	*.0183*
• Moorhead	*298,081*	*21,436*	*26.2*	*29.9*	*15.1*	*8.5*	*.0122*
SUBURBAN TOTAL	566,444	25,736	21.8	31.3	18.7	12.5	.0170
GRAND FORKS	**995,110**	**29,483**	**20.6**	**26.5**	**18.5**	**22.7**	**.0337**
Grand Forks	995,110	29,483	20.6	26.5	18.5	22.7	.0337
• Grand Forks	685,098	30,553	19.7	23.7	18.6	24.7	.0255
SUBURBAN TOTAL	310,012	27,811	22.4	32.4	18.4	18.3	.0082
OTHER COUNTIES							
Adams	31,175	18,622	27.0	30.1	10.5	5.5	.0013
Barnes	139,936	19,859	27.0	28.3	13.0	8.3	.0055
Benson	65,623	19,386	28.3	28.9	11.8	7.6	.0020
Billings	14,625	27,000	26.7	20.8	14.7	21.5	.0004
Bottineau	96,847	21,237	27.6	26.4	14.8	11.8	.0034
Bowman	54,074	23,903	24.1	24.5	16.1	17.1	.0018
Burke	38,580	20,562	26.5	26.1	15.6	9.5	.0012
Cavalier	73,680	21,033	26.1	30.2	12.6	9.5	.0027
Dickey	63,985	17,613	29.0	26.3	10.0	7.9	.0025
Divide	38,684	24,111	21.9	29.1	15.9	14.8	.0011
Dunn	41,403	17,380	34.7	22.1	12.3	8.2	.0014
Eddy	30,967	17,651	31.9	27.7	10.2	4.7	.0012
Emmons	41,233	14,048	30.2	20.7	7.2	5.1	.0017
Foster	51,558	22,556	28.4	32.2	10.8	12.8	.0020
Golden Valley	28,212	22,381	25.8	26.0	16.1	13.2	.0013
Grant	24,353	11,033	30.1	17.5	4.0	2.6	.0011
Griggs	39,311	21,079	26.7	27.9	15.7	9.4	.0013
Hettinger	35,427	16,844	33.6	25.4	8.3	6.7	.0013
Kidder	24,743	12,540	33.4	17.8	3.9	4.8	.0008
La Moure	60,241	19,242	28.9	27.6	12.2	8.0	.0021
Logan	23,795	13,543	32.1	20.6	6.2	4.9	.0009
McHenry	66,268	17,726	26.3	26.9	11.1	6.0	.0023
McIntosh	33,928	12,000	30.1	18.7	6.4	3.0	.0014
McKenzie	100,852	27,857	21.2	26.7	18.3	20.4	.0034
McLean	162,312	26,253	22.3	24.7	19.8	16.8	.0051
Mercer	184,874	29,935	17.4	27.3	23.4	17.0	.0056
Mountrail	90,246	23,017	25.2	27.3	15.9	13.1	.0031
Nelson	50,731	18,260	26.6	26.3	12.5	7.0	.0020
Oliver	20,357	20,625	27.1	31.5	14.5	5.1	.0007
Pembina	112,672	22,143	25.4	29.1	14.5	11.8	.0039
Pierce	49,354	17,321	32.8	25.4	10.2	7.3	.0024
Ramsey	158,006	23,580	24.0	28.3	16.4	13.1	.0062
Ransom	72,059	22,768	26.0	29.0	17.5	10.0	.0025
Renville	40,789	23,548	25.1	29.4	15.7	13.2	.0013
Richland	232,521	24,248	24.1	30.5	15.8	13.2	.0077
Rolette	100,472	17,907	26.8	24.8	12.7	8.3	.0037
Sargent	53,849	20,661	28.0	30.5	14.2	7.3	.0018
Sheridan	28,041	21,107	24.0	30.0	13.6	9.4	.0008
Sioux	20,473	15,783	29.8	24.1	10.0	6.0	.0008
Slope	8,475	15,538	31.5	21.2	9.3	5.8	.0003
Stark	327,034	27,509	19.9	27.4	18.3	18.8	.0133
Steele	30,615	21,097	25.0	29.8	12.3	11.0	.0010
Stutsman	287,511	23,276	23.3	28.9	16.8	12.1	.0107
Towner	45,428	21,459	24.2	28.7	15.1	9.5	.0016
Traill	107,029	23,338	23.7	29.4	15.6	12.6	.0036
Walsh	165,258	21,609	24.2	28.3	13.9	11.5	.0063
Ward	719,149	24,580	25.5	29.3	17.3	13.7	.0276
Wells	75,971	20,459	26.1	26.5	13.8	10.8	.0027
Williams	368,390	30,324	18.2	27.8	21.4	19.4	.0138
TOTAL METRO COUNTIES	**3,392,374**	**27,110**	**21.5**	**27.9**	**19.2**	**16.7**	**.1220**
TOTAL STATE	**8,123,490**	**23,978**	**23.6**	**27.7**	**16.8**	**13.9**	**.2946**

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(See page B-26)

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OHIO

OHIO
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
AKRON	**648.4**	**.2692**	**31.8**	**12.6**	**17.3**	**18.5**	**26.0**	**241.4**	**3,676,403**	**801,995**	**369,483**	**450,431**	**123,785**	**746,331**	**136,851**
Portage	139.8	.0580	28.4	16.9	18.2	18.6	19.4	47.9	559,118	126,435	55,451	45,456	11,600	145,948	16,333
• Kent	28.5	.0118	24.1	38.1	19.8	10.7	14.4	10.0	195,221	31,967	23,452	27,849	3,321	67,399	3,408
Summit	508.6	.2112	32.8	11.4	17.1	18.4	27.8	193.5	3,117,285	675,560	314,032	404,975	112,185	600,383	120,518
• Akron	224.5	.0932	32.2	12.9	17.5	15.4	29.7	90.1	1,451,998	275,845	151,823	266,758	54,685	261,098	54,459
• Barberton	28.1	.0117	32.9	11.6	16.9	15.7	30.8	11.1	139,521	33,958	16,088	17,350	2,158	28,346	6,938
Cuyahoga Falls	42.1	.0175	33.0	11.5	18.9	16.7	29.5	16.8	252,366	58,377	28,329	10,912	7,922	69,909	14,679
SUBURBAN TOTAL	367.3	.1525	32.3	10.5	17.1	21.1	24.2	130.2	1,889,663	460,225	178,130	138,474	63,621	389,488	72,046
CANTON	**409.5**	**.1700**	**32.6**	**10.7**	**16.9**	**18.8**	**27.2**	**148.4**	**2,262,619**	**509,384**	**206,941**	**274,780**	**90,148**	**476,220**	**77,201**
Carroll	27.9	.0115	31.5	9.8	17.0	18.5	25.6	9.6	84,518	16,843	4,652	7,261	2,072	29,170	819
Stark	381.6	.1585	32.7	10.7	17.0	18.8	27.3	138.8	2,178,101	492,541	202,289	267,519	88,076	447,050	76,382
• Canton	89.7	.0372	32.7	11.9	16.8	15.2	31.0	36.2	637,015	114,819	52,145	78,797	21,724	157,926	22,923
• Massillon	31.2	.0130	33.7	11.5	15.5	16.8	31.1	12.0	245,033	73,304	13,996	15,906	5,957	67,156	8,675
SUBURBAN TOTAL	288.6	.1198	32.5	10.2	17.0	20.2	25.6	100.2	1,380,571	321,261	140,800	180,077	62,467	251,138	45,603
CINCINNATI	**1,405.7**	**.5838**	**31.4**	**11.8**	**17.3**	**18.4**	**25.4**	**521.8**	**8,521,003**	**1,707,105**	**895,989**	**1,332,467**	**390,252**	**1,698,245**	**345,848**
Clermont	140.1	.0582	29.2	11.3	18.9	20.0	19.0	48.3	679,404	148,611	43,848	123,427	29,473	168,254	18,363
Hamilton	852.1	.3538	32.2	12.2	16.8	17.9	27.3	329.4	5,869,702	1,098,620	645,291	923,040	286,929	1,230,318	230,239
• Cincinnati	367.5	.1526	31.5	14.6	18.2	14.5	29.2	157.7	2,342,507	410,466	302,453	333,997	96,387	488,200	103,480
Warren	104.9	.0436	30.2	11.6	18.6	21.2	19.8	35.3	385,597	101,578	40,075	54,073	13,061	52,023	17,850
Dearborn, Ind.	*37.8*	*.0157*	*31.6*	*9.6*	*16.3*	*19.4*	*25.1*	*12.9*	*141,242*	*35,139*	*10,777*	*14,029*	*5,400*	*29,306*	*9,617*
Boone, Ky.	*50.3*	*.0209*	*29.4*	*10.7*	*19.1*	*20.5*	*18.7*	*17.0*	*461,298*	*68,596*	*47,831*	*104,831*	*10,953*	*76,238*	*15,077*
Campbell, Ky.	*81.5*	*.0339*	*31.8*	*11.6*	*15.8*	*17.3*	*27.5*	*28.7*	*339,016*	*88,807*	*36,227*	*27,513*	*14,015*	*55,210*	*23,399*
Kenton, Ky.	*139.0*	*.0577*	*31.0*	*11.5*	*17.4*	*17.5*	*25.5*	*50.2*	*644,744*	*165,754*	*71,940*	*85,554*	*30,421*	*86,396*	*31,303*
Covington	*46.9*	*.0195*	*31.8*	*11.9*	*16.2*	*14.8*	*30.0*	*18.3*	*296,817*	*67,512*	*38,114*	*21,786*	*14,865*	*75,303*	*13,643*
SUBURBAN TOTAL	1,038.2	.4312	31.4	10.9	16.8	19.8	24.0	364.1	6,178,496	1,296,639	593,536	998,470	293,865	1,210,045	242,368
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,679.3***	***.6974***	***31.2***	***12.3***	***17.3***	***18.5***	***24.9***	***618.6***	***9,717,050***	***1,995,206***	***1,015,460***	***1,469,238***	***429,979***	***1,983,916***	***392,865***
CLEVELAND	**1,873.4**	**.7779**	**33.4**	**10.8**	**16.7**	**18.8**	**28.6**	**715.2**	**12,133,621**	**2,460,506**	**1,137,990**	**1,670,956**	**612,202**	**2,393,463**	**595,740**
Cuyahoga	1,452.6	.6032	34.1	11.1	16.4	18.0	30.6	571.5	9,894,772	1,969,178	964,503	1,391,839	546,527	1,840,724	519,119
• Cleveland	546.2	.2268	32.3	12.4	16.3	16.1	29.4	217.6	2,698,828	622,274	344,119	328,210	145,883	365,149	196,577
Cleveland Heights	56.8	.0236	32.4	10.2	22.0	17.7	26.5	22.0	346,793	73,496	23,619	38,887	9,190	92,074	17,927
Euclid	57.6	.0239	38.2	10.7	17.1	16.0	37.6	25.6	372,979	61,018	27,092	49,334	30,280	100,684	13,212
Lakewood	60.2	.0250	33.2	11.5	20.7	16.2	30.1	27.5	290,271	65,641	32,066	5,344	5,528	112,957	15,052

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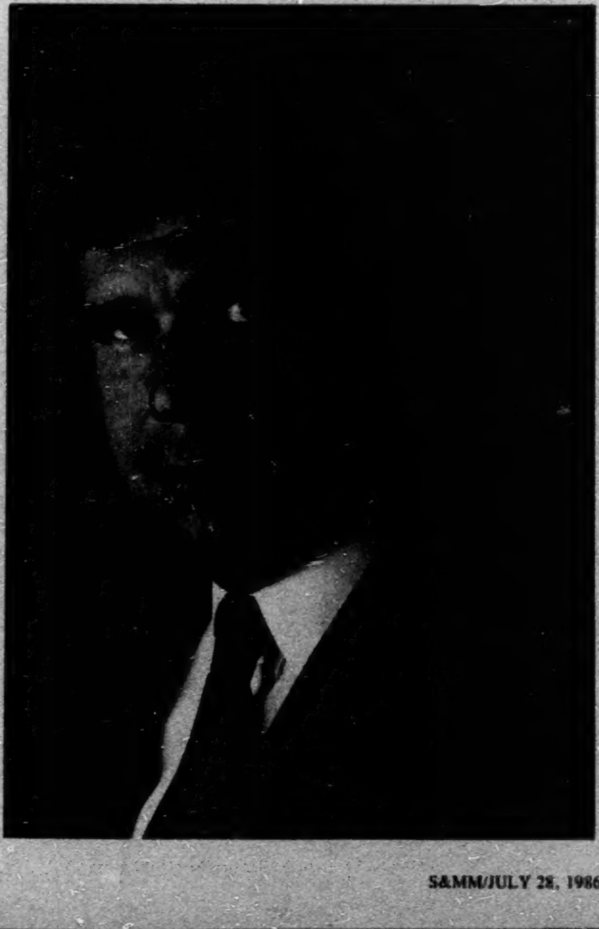

OHIO (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Parma	91.8	.0381	36.3	11.2	15.5	17.7	33.9	34.6	695,706	138,291	58,584	142,591	28,353	145,533	17,044
Geauga	78.2	.0325	31.7	8.9	15.9	23.0	21.7	25.2	272,291	73,890	19,565	18,682	6,265	52,169	14,503
Lake	219.1	.0909	31.6	10.7	17.9	20.6	23.3	78.1	1,464,660	293,475	117,161	225,015	43,915	386,317	33,926
Mentor	43.6	.0181	31.0	9.2	19.0	22.9	19.6	14.8	550,544	72,958	38,801	141,172	23,655	114,222	10,081
Medina	123.5	.0513	30.3	9.4	18.6	22.2	19.1	40.4	501,898	123,963	36,761	35,420	15,495	114,253	28,192
SUBURBAN TOTAL	1,327.2	.5511	33.9	10.2	16.9	19.9	28.3	497.6	9,434,793	1,838,232	793,871	1,342,746	466,319	2,028,314	399,163
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,795.6***	***1.1608***	***32.7***	***11.3***	***17.0***	***18.7***	***27.4***	***1,052.0***	***17,115,598***	***3,570,597***	***1,614,667***	***2,296,637***	***781,401***	***3,444,559***	***788,951***
COLUMBUS	**1,288.9**	**.5353**	**30.5**	**13.6**	**18.8**	**19.1**	**22.5**	**488.8**	**8,071,989**	**1,566,626**	**810,818**	**1,037,722**	**424,892**	**1,838,664**	**254,329**
Delaware	59.4	.0247	30.9	12.4	17.2	21.1	21.8	20.2	215,305	47,088	17,577	10,318	3,566	60,940	7,427
Fairfield	101.5	.0421	32.1	9.1	16.7	21.7	23.4	35.3	391,418	98,977	38,274	35,280	15,589	84,824	11,644
• Lancaster	36.6	.0152	33.0	10.9	16.9	17.7	28.9	14.3	295,402	72,843	29,508	28,147	14,478	59,041	9,607
Franklin	893.1	.3708	30.1	14.8	19.7	18.3	22.0	351.0	6,490,861	1,201,263	669,273	899,407	365,533	1,488,517	199,029
• Columbus	568.6	.2361	29.2	17.2	20.8	16.2	21.6	231.0	4,266,810	693,519	472,344	643,550	264,299	944,863	120,030
Licking	125.3	.0521	32.0	11.4	16.5	20.6	24.4	45.8	536,941	117,907	51,667	56,397	29,677	106,230	18,353
• Newark	41.6	.0173	33.0	11.7	16.9	16.8	29.7	17.0	315,214	84,429	26,172	50,264	9,397	51,943	12,517
Madison	33.9	.0141	30.9	11.3	19.5	19.4	22.7	11.3	147,069	33,309	11,462	10,693	3,090	38,515	6,591
Pickaway	43.9	.0183	32.0	10.7	17.2	21.9	23.0	14.4	194,354	44,863	15,799	11,545	5,623	38,756	8,164
Union	31.8	.0132	31.7	10.4	17.3	20.1	24.3	10.8	96,041	23,219	6,766	14,082	1,814	20,882	3,121
SUBURBAN TOTAL	642.1	.2667	31.7	10.7	17.3	21.9	22.4	226.5	3,194,563	715,835	282,794	315,761	136,718	782,817	112,175
DAYTON - SPRINGFIELD	**927.5**	**.3851**	**32.0**	**11.6**	**17.4**	**19.8**	**24.9**	**353.2**	**5,293,776**	**1,095,622**	**517,758**	**736,659**	**267,411**	**1,137,971**	**169,381**
Clark	146.1	.0606	32.4	11.2	16.3	18.9	26.9	54.5	675,138	146,499	59,160	114,566	21,167	132,726	23,624
• Springfield	69.3	.0288	31.9	13.2	16.3	15.2	29.7	27.6	376,155	84,933	43,606	34,720	14,931	78,453	17,148
Greene	128.4	.0533	30.4	13.6	17.6	21.8	20.1	44.9	580,709	125,704	44,286	40,859	11,185	205,232	13,355
Miami	91.0	.0378	32.7	9.8	16.4	20.7	25.5	33.4	444,858	93,262	28,072	44,335	13,283	97,838	12,953
Montgomery	562.0	.2334	32.1	11.6	17.6	19.5	25.4	220.4	3,693,071	730,157	386,240	536,899	221,776	702,175	119,449
• Dayton	180.4	.0749	31.3	14.3	17.0	15.5	28.2	76.7	1,147,279	184,850	116,028	140,291	73,264	266,049	41,545
Kettering	59.9	.0249	35.9	10.7	16.3	19.6	31.6	25.2	390,471	111,254	43,875	47,271	17,931	36,765	16,987
SUBURBAN TOTAL	677.8	.2814	32.2	10.8	17.4	21.5	23.6	248.9	3,870,342	825,839	358,124	561,648	179,216	793,469	110,688
HAMILTON - MIDDLETOWN	**273.6**	**.1136**	**30.1**	**14.6**	**17.1**	**19.3**	**22.3**	**96.8**	**1,196,047**	**288,101**	**119,471**	**136,771**	**39,727**	**285,671**	**47,017**
Butler	273.6	.1136	30.1	14.6	17.1	19.3	22.3	96.8	1,196,047	288,101	119,471	136,771	39,727	285,671	47,017
• Hamilton	64.3	.0267	31.7	12.1	16.8	16.1	28.3	25.2	372,070	102,030	42,454	48,997	18,259	52,047	16,943
• Middletown	44.3	.0184	33.0	11.5	16.3	17.2	29.5	17.9	273,000	65,339	28,026	57,117	10,710	43,723	9,011
SUBURBAN TOTAL	165.0	.0685	28.7	16.4	17.5	21.0	18.0	53.7	550,977	120,732	48,991	30,657	10,758	189,901	21,063
LIMA	**157.4**	**.0655**	**31.4**	**11.0**	**16.5**	**17.4**	**26.7**	**56.4**	**933,700**	**173,209**	**83,495**	**159,508**	**32,513**	**184,582**	**30,958**
Allen	113.0	.0470	31.4	11.2	16.4	17.5	26.6	40.7	737,000	133,517	65,639	144,217	23,954	146,878	23,749
• Lima	47.6	.0198	30.5	12.0	16.8	14.6	27.7	18.1	269,996	69,020	18,310	16,172	9,332	58,061	15,898
Auglaize	44.4	.0185	31.5	10.5	16.7	17.2	26.9	15.7	196,700	44,692	17,856	15,291	8,559	37,704	7,209
SUBURBAN TOTAL	109.8	.0457	31.8	10.6	16.4	18.6	26.2	38.3	663,704	109,189	65,185	143,336	23,181	126,521	15,060
LORAIN - ELYRIA	**273.8**	**.1137**	**30.0**	**11.6**	**17.5**	**18.9**	**22.4**	**95.4**	**1,305,574**	**308,096**	**107,194**	**175,250**	**45,414**	**304,765**	**56,360**
Lorain	273.8	.1137	30.0	11.6	17.5	18.9	22.4	95.4	1,305,574	308,096	107,194	175,250	45,414	304,765	56,360
• Elyria	57.8	.0240	29.6	12.6	18.8	17.0	22.8	21.8	405,048	57,934	30,575	114,369	19,201	74,511	15,725
• Lorain	73.2	.0304	30.3	11.9	16.6	16.5	25.6	26.6	303,112	80,682	26,868	33,223	11,032	64,585	16,803
SUBURBAN TOTAL	142.8	.0593	30.1	11.1	17.4	20.8	20.7	47.0	597,414	169,480	49,751	27,658	15,181	165,669	23,832
MANSFIELD	**130.9**	**.0544**	**32.0**	**11.2**	**16.7**	**19.7**	**25.3**	**48.5**	**806,316**	**142,703**	**65,213**	**150,088**	**24,107**	**177,345**	**23,823**
Richland	130.9	.0544	32.0	11.2	16.7	19.7	25.3	48.5	806,316	142,703	65,213	150,088	24,107	177,345	23,823
• Mansfield	52.5	.0218	32.1	13.4	17.1	16.0	29.0	21.1	472,273	81,648	40,241	62,431	17,556	132,519	13,969
SUBURBAN TOTAL	78.4	.0326	32.0	9.7	16.5	22.1	22.9	27.4	334,043	61,055	24,972	87,657	6,551	44,826	9,854
PARKERSBURG - MARIETTA	**159.0**	**.0660**	**32.5**	**10.8**	**16.5**	**19.4**	**26.5**	**59.2**	**905,277**	**175,873**	**75,311**	**140,170**	**37,212**	**213,831**	**40,056**
Washington	66.0	.0274	31.9	11.5	16.4	19.2	25.7	23.6	333,442	72,050	30,310	33,547	12,907	64,886	23,577
• Marietta	16.8	.0070	32.4	16.6	15.6	15.3	30.6	6.5	197,240	39,129	22,578	28,735	8,021	27,235	18,795

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OHIO (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Wood, W. Va.	*93.0*	*.0386*	*33.0*	*10.3*	*16.6*	*19.6*	*27.1*	*35.6*	*571,835*	*103,823*	*45,001*	*106,623*	*24,305*	*148,945*	*16,479*
• *Parkersburg*	*39.3*	*.0163*	*35.7*	*10.4*	*15.3*	*16.9*	*33.9*	*16.6*	*392,688*	*82,290*	*31,931*	*57,686*	*12,888*	*119,496*	*13,819*
SUBURBAN TOTAL	102.9	.0427	31.5	10.0	17.1	21.0	23.1	36.1	315,349	54,454	20,802	53,749	16,303	67,100	7,442
STEUBENVILLE - WEIRTON	**156.5**	**.0650**	**33.7**	**10.9**	**15.8**	**18.2**	**29.8**	**58.2**	**684,885**	**185,212**	**57,722**	**85,502**	**24,915**	**131,909**	**29,018**
Jefferson	87.3	.0362	34.3	10.6	15.4	18.0	31.0	32.6	396,083	93,259	26,207	58,079	14,937	85,775	14,815
• Steubenville	24.1	.0100	38.5	11.6	14.1	15.6	38.1	9.6	219,485	35,089	15,052	45,206	10,798	43,187	11,018
Brooke, W. Va.	*29.6*	*.0123*	*32.7*	*12.4*	*15.9*	*18.4*	*27.9*	*10.7*	*106,803*	*30,855*	*12,868*	*8,052*	*5,393*	*16,845*	*5,315*
Hancock, W. Va.	*39.6*	*.0165*	*33.3*	*10.6*	*16.3*	*18.6*	*28.6*	*14.9*	*181,999*	*61,098*	*18,647*	*19,371*	*4,585*	*29,289*	*8,888*
• *Weirton*	*23.8*	*.0099*	*36.0*	*11.0*	*15.2*	*18.2*	*33.1*	*9.4*	*172,153*	*48,214*	*18,373*	*20,938*	*4,747*	*33,117*	*8,280*
SUBURBAN TOTAL	108.6	.0451	32.6	10.8	16.3	18.8	27.2	39.2	293,247	101,909	24,297	19,358	9,370	55,605	9,720
TOLEDO	**617.9**	**.2566**	**30.8**	**13.4**	**17.4**	**17.1**	**25.5**	**229.7**	**4,436,876**	**871,729**	**439,960**	**732,438**	**195,259**	**914,784**	**190,896**
Fulton	40.1	.0167	30.5	10.4	17.1	18.4	23.9	13.9	194,617	41,353	10,540	12,232	11,652	60,050	8,223
Lucas	463.0	.1922	31.5	11.9	17.3	17.1	26.9	176.7	3,539,225	680,331	362,986	628,793	148,099	733,483	150,007
• Toledo	342.6	.1423	31.5	12.5	17.5	15.8	28.0	134.3	2,407,260	506,439	277,749	516,458	87,035	264,077	119,470
Wood	114.8	.0477	27.8	20.4	17.1	16.8	20.8	39.1	703,034	150,045	66,434	91,413	35,508	121,251	32,666
• Bowling Green	25.8	.0107	23.1	51.7	13.6	9.7	12.5	7.4	198,804	41,321	21,709	21,845	6,927	45,370	8,274
SUBURBAN TOTAL	249.5	.1036	31.1	10.8	17.5	19.6	23.5	88.0	1,830,812	323,969	140,502	194,135	101,297	605,337	63,152
YOUNGSTOWN - WARREN	**516.2**	**.2143**	**33.2**	**10.7**	**16.4**	**18.2**	**28.9**	**190.4**	**2,786,870**	**574,792**	**244,167**	**443,201**	**118,651**	**521,301**	**101,761**
Mahoning	276.6	.1148	33.9	11.0	15.9	17.4	30.8	102.7	1,553,092	334,664	128,194	233,040	74,897	287,068	59,050
• Youngstown	106.6	.0443	33.8	11.9	15.3	14.6	33.5	40.7	556,483	154,115	41,824	36,067	16,665	131,423	27,561
Trumbull	239.6	.0995	32.6	10.5	16.8	19.2	26.7	87.7	1,233,778	240,128	115,973	210,161	43,754	234,233	42,711
• Warren	54.0	.0224	33.0	11.4	16.0	16.5	30.3	21.2	399,467	68,651	43,971	14,222	17,816	124,316	18,119
SUBURBAN TOTAL	355.6	.1476	33.1	10.3	16.7	19.6	27.3	128.5	1,830,920	332,026	158,372	392,912	84,170	265,562	56,081
OTHER COUNTIES															
Adams	25.8	.0107	31.6	10.3	14.5	18.0	27.1	9.0	70,647	16,372	2,842	5,032	1,302	24,208	3,692
Ashland	46.9	.0194	31.8	12.6	15.7	18.6	26.3	16.5	205,250	52,775	19,299	12,996	7,223	50,779	7,452
Ashtabula	104.1	.0433	32.3	10.0	16.2	18.0	27.6	37.2	497,567	131,052	38,084	58,482	13,559	111,115	14,867
Athens	56.5	.0234	27.0	24.8	16.3	15.2	21.7	19.1	232,192	56,497	22,505	21,666	9,892	42,931	5,796
☐ Belmont	82.1	.0341	34.3	10.1	16.1	17.0	31.9	31.6	509,804	112,050	33,955	136,647	15,850	70,265	17,028
Brown	34.2	.0142	31.5	10.0	15.6	18.4	26.1	11.9	69,712	24,927	6,687	1,398	1,110	9,930	2,262
Champaign	34.7	.0145	32.5	10.2	16.3	19.6	26.3	12.7	117,932	41,270	6,949	6,925	3,117	18,247	5,092
Clinton	35.9	.0149	31.6	11.6	16.1	18.3	26.2	13.3	170,086	43,251	11,558	7,865	6,271	48,694	5,512
Columbiana	112.5	.0467	32.8	10.2	16.2	18.2	28.2	41.3	501,160	134,328	33,491	46,601	17,461	125,684	16,729
Coshocton	37.2	.0155	33.3	9.7	15.7	18.8	28.6	13.9	127,939	36,654	11,422	12,190	4,137	18,182	5,736
Crawford	49.5	.0205	32.8	10.3	16.0	19.2	27.2	18.4	178,254	47,774	15,981	13,170	5,070	33,788	9,209
Darke	56.8	.0235	31.9	10.1	15.8	18.4	26.7	20.2	207,960	43,974	16,110	14,942	5,710	63,026	6,420
Defiance	40.2	.0167	29.5	12.0	17.0	18.2	22.4	13.8	180,064	40,783	12,435	19,524	6,610	40,143	6,124
Erie	79.4	.0330	32.2	10.6	16.6	19.1	26.3	28.9	458,556	83,665	48,217	78,870	16,811	94,439	14,312
Fayette	27.4	.0114	32.8	10.0	16.3	18.8	27.6	10.0	135,593	34,362	12,108	9,038	2,935	16,942	5,997
Gallia	31.2	.0129	32.1	11.9	16.2	19.5	25.8	10.9	153,477	34,173	12,772	16,747	7,253	30,282	6,397
Guernsey	43.2	.0180	33.0	10.0	16.1	17.6	29.1	15.7	173,843	40,552	20,477	23,114	6,068	26,902	4,237
Hancock	64.9	.0269	31.5	11.4	16.9	18.7	25.4	24.5	335,260	66,358	33,631	44,209	12,637	88,296	11,575
Hardin	32.6	.0136	30.2	15.3	15.7	17.0	25.5	11.7	105,545	35,587	9,649	8,532	4,028	15,437	5,317
Harrison	17.6	.0073	33.6	9.6	15.6	17.3	30.6	6.3	41,671	13,159	2,009	698	1,274	14,118	1,561
Henry	28.4	.0118	31.7	10.8	15.8	18.0	26.8	10.2	133,144	29,444	8,364	10,037	4,057	32,026	5,658
Highland	35.8	.0148	33.6	9.6	14.7	18.1	29.9	13.3	124,007	38,856	9,542	9,472	3,329	23,564	8,896
Hocking	25.7	.0107	32.4	10.4	15.8	19.1	26.8	9.7	89,452	19,845	5,409	9,268	1,451	18,592	3,421
Holmes	31.1	.0129	27.6	10.7	15.8	16.5	21.8	8.8	86,609	18,331	6,369	2,464	4,147	16,677	1,316
Huron	56.3	.0234	30.6	10.7	16.7	18.2	24.4	20.1	229,505	52,308	19,544	21,936	10,097	62,871	10,600
Jackson	30.8	.0128	32.5	10.2	15.6	17.6	28.4	11.1	110,585	24,482	7,778	10,975	3,235	20,291	10,067
Knox	47.8	.0199	32.3	13.6	15.3	18.5	27.4	17.2	185,223	48,943	16,114	20,021	5,318	40,255	8,315
☐ Lawrence	65.0	.0270	32.3	9.9	15.9	19.3	26.3	23.5	171,085	48,875	13,151	14,150	9,653	25,501	12,270
Logan	40.7	.0169	33.0	9.7	15.9	17.4	29.4	15.2	143,802	32,790	10,433	10,124	3,921	34,230	7,253
Marion	66.1	.0275	31.4	10.7	18.4	19.3	24.2	23.8	314,893	66,754	26,076	52,803	10,393	67,930	9,587
Meigs	24.1	.0100	32.9	9.7	15.9	18.2	28.5	8.8	67,550	20,320	3,945	3,062	5,669	12,266	4,259
Mercer	39.2	.0162	29.8	11.5	15.9	16.3	25.5	13.0	137,877	32,150	12,842	18,297	5,159	27,032	4,740
Monroe	16.6	.0069	32.7	9.9	16.0	18.4	27.9	6.1	42,724	15,058	1,332	2,765	745	11,189	1,887
Morgan	14.5	.0060	33.1	9.2	15.1	17.5	29.6	5.2	33,673	10,422	2,282	1,261	1,366	7,663	1,640
Morrow	27.9	.0116	31.0	9.6	16.5	20.5	23.0	9.7	58,427	15,121	5,080	2,747	1,042	11,426	1,733
Muskingum	84.8	.0352	32.1	11.2	15.8	18.1	27.2	31.4	428,839	92,995	39,632	61,794	14,404	85,065	15,233

ASHTABULA
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Columbiana
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Population	516,200	844,800	863,200
Households	190,400	237,400	317,700
EBI (000)	5,812,759	7,110,940	9,262,335
Retail Sales (000)	2,786,870	3,360,936	4,294,871
Food Sales (000)	574,792	701,106	954,425
Gen. Mdse. Sales (000)	443,201	525,227	617,247
Automotive Sales (000)	521,301	665,909	875,860

Source: 1986 Sales Management Survey of Buying Power.

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Dec. 31, 1985

The Vindicator

Youngstown, Ohio

Represented nationally by Cresmer, Woodward, O'Mara and Ormsbee, Inc.

OHIO (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Noble	11.5	.0048	32.6	10.2	15.2	16.6	29.8	4.2	39,916	10,005	1,733	541	1,546	14,174	1,318
Ottawa	40.7	.0169	33.6	9.8	15.4	19.0	28.9	15.0	238,837	51,143	34,484	8,996	5,730	55,448	6,348
Paulding	21.4	.0089	29.6	10.9	16.6	18.3	22.8	7.3	41,973	11,424	3,045	422	3,207	11,239	2,124
Perry	32.7	.0135	30.7	10.8	15.6	17.1	26.2	11.4	67,162	22,164	4,491	4,249	1,237	16,317	2,536
Pike	24.8	.0103	32.1	10.2	15.2	18.6	27.0	8.8	93,229	24,006	6,850	4,734	2,169	17,299	5,823
Preble	40.1	.0167	32.3	9.8	16.5	19.9	25.7	14.3	93,491	28,045	10,383	1,527	1,637	14,175	3,727
Putnam	33.6	.0139	28.8	12.0	15.6	16.4	23.9	10.9	109,143	29,440	10,333	1,545	3,659	27,537	6,822
Ross	68.0	.0282	33.1	10.2	16.5	20.1	26.8	24.1	273,043	62,901	25,093	46,099	10,240	42,196	11,131
Sandusky	65.0	.0270	31.0	10.9	16.4	18.0	25.4	23.3	313,931	82,405	25,033	21,487	11,122	72,445	14,094
Scioto	85.2	.0354	32.9	10.1	15.8	17.9	28.8	30.7	397,450	85,161	32,463	62,308	19,455	87,046	10,890
Seneca	61.9	.0257	30.6	11.8	16.3	17.1	25.7	21.5	259,323	63,603	20,321	21,788	11,205	35,171	11,079
Shelby	44.0	.0182	30.0	10.9	16.9	18.0	23.6	15.1	143,516	40,551	15,658	9,287	3,801	29,085	5,612
Tuscarawas	86.5	.0359	33.2	10.4	16.2	18.3	28.9	32.7	404,445	85,759	31,451	43,662	18,393	96,999	13,737
Van Wert	30.9	.0128	32.7	10.3	16.4	17.4	28.8	11.4	109,485	25,422	8,774	7,126	2,051	34,013	5,034
Vinton	12.3	.0051	31.5	10.5	15.9	17.7	26.7	4.3	16,927	4,301	1,051	352	609	3,613	585
Wayne	101.8	.0422	30.2	12.5	17.6	18.8	22.8	35.0	428,005	108,292	32,002	38,679	16,537	113,775	11,257
Williams	37.5	.0156	31.8	10.7	16.2	18.3	26.5	13.7	159,106	36,927	13,510	12,931	1,906	29,796	5,949
Wyandot	22.7	.0094	32.5	10.7	15.5	16.0	28.1	8.0	96,932	19,756	8,964	4,275	5,008	23,576	3,382
TOTAL METRO COUNTIES	**8,515.0**	**3.5359**	**31.9**	**11.9**	**17.4**	**18.7**	**25.9**	**3,188.5**	**51,348,908**	**10,472,806**	**4,935,327**	**7,310,767**	**2,356,919**	**10,678,619**	**2,018,459**
TOTAL STATE	**10,836.0**	**4.4994**	**31.9**	**11.8**	**16.9**	**18.6**	**26.1**	**4,019.1**	**60,783,840**	**12,759,443**	**5,731,934**	**8,239,800**	**2,683,232**	**12,746,743**	**2,372,799**

OHIO

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
AKRON	**7,398,194**	**24,295**	**22.6**	**30.0**	**17.5**	**11.5**	**.2650**
Portage	1,541,843	25,913	21.0	32.7	18.5	12.1	.0512
• Kent	278,260	19,409	25.3	26.4	14.1	8.2	.0115
Summit	5,856,351	23,857	22.9	29.4	17.3	11.4	.2138
• Akron	2,312,236	19,058	26.1	27.8	12.7	7.3	.0912
• Barberton	276,912	19,173	28.4	28.7	12.4	6.8	.0103
Cuyahoga Falls	507,478	25,450	23.1	34.3	19.7	8.7	.0180
SUBURBAN TOTAL	4,530,786	28,642	19.4	32.0	21.5	15.1	.1520

TOLEDO

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OHIO (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CANTON	**4,379,865**	**24,169**	**22.6**	**32.1**	**17.6**	**9.4**	**.1607**
Carroll	254,484	21,590	26.3	32.8	14.2	6.8	.0086
Stark	4,125,381	24,359	22.3	32.2	17.8	9.6	.1521
• Canton	883,135	18,257	26.0	28.0	11.2	6.8	.0369
• Massillon	312,528	20,282	26.7	28.6	15.4	6.6	.0134
SUBURBAN TOTAL	3,184,202	26,640	20.9	34.0	20.2	10.7	.1104
CINCINNATI	**16,733,802**	**24,894**	**21.6**	**28.6**	**18.0**	**13.3**	**.5989**
Clermont	1,492,557	26,128	21.0	34.1	20.7	9.7	.0529
Hamilton	10,694,919	24,231	21.7	26.9	16.9	14.6	.3879
• Cincinnati	4,112,816	18,081	26.0	25.1	11.6	8.7	.1543
Warren	1,249,782	29,788	18.3	31.1	23.5	15.3	.0394
Dearborn, Ind.	*378,655*	*24,556*	*21.9*	*32.2*	*17.6*	*10.0*	*.0130*
Boone, Ky.	*534,035*	*26,329*	*21.1*	*34.3*	*21.6*	*9.0*	*.0237*
Campbell, Ky.	*885,415*	*24,543*	*22.7*	*28.9*	*19.1*	*11.4*	*.0299*
Kenton, Ky.	*1,498,439*	*23,606*	*23.3*	*29.9*	*17.3*	*10.4*	*.0521*
Covington	*424,450*	*16,742*	*28.2*	*25.4*	*10.8*	*5.8*	*.0179*
SUBURBAN TOTAL	12,620,986	28,015	19.7	30.1	20.8	15.3	.4446
CINCINNATI - HAMILTON CONSOLIDATED AREA	***19,737,135***	***24,981***	***21.5***	***28.8***	***18.2***	***13.1***	***.7010***

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CLEVELAND	**22,986,935**	**25,249**	**20.9**	**28.1**	**18.1**	**14.0**	**.8269**
Cuyahoga	17,820,653	23,804	21.6	27.2	16.8	13.4	.6516
• Cleveland	4,966,720	16,633	24.3	25.0	11.6	6.0	.1921
Cleveland Heights	796,466	27,673	20.2	28.1	18.7	18.8	.0264
Euclid	778,266	24,211	23.3	29.6	17.4	12.1	.0267
Lakewood	832,398	22,937	26.4	29.9	15.2	11.7	.0261
Parma	1,183,597	28,858	20.3	32.4	22.4	14.4	.0437
Geauga	988,031	31,291	16.6	30.3	23.1	20.0	.0300
Lake	2,738,976	29,378	18.8	32.8	22.7	15.1	.0986
Mentor	582,306	33,134	13.5	33.4	25.9	20.3	.0259
Medina	1,439,275	30,133	17.3	33.1	23.5	15.6	.0467
SUBURBAN TOTAL	18,020,215	28,897	19.4	29.5	20.9	17.5	.6348
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***33,585,152***	***25,324***	***21.0***	***28.8***	***18.3***	***13.4***	***1.1999***
COLUMBUS	**15,097,445**	**23,788**	**23.7**	**29.4**	**17.0**	**11.7**	**.5500**
Delaware	701,488	27,988	20.4	30.8	20.4	15.3	.0222
Fairfield	1,037,898	23,742	24.1	32.6	17.2	8.8	.0355
• Lancaster	376,919	19,673	28.0	31.0	11.7	6.4	.0161
Franklin	10,855,602	23,438	23.9	28.6	16.6	12.1	.4074

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College Graduates (223,100)	148,400 66.5%	191,900 86.0%
Professional, Technical Managerial, Administrative (234,800)	140,900 60.0%	183,800 78.3%

Sources *Sales and Marketing Management Survey of Buying Power 1984
**Cincinnati Prospectus 1984/85

The Enquirer and The Post are the media of opportunity in the market of opportunity. For more details, contact the newspapers or Gannett Media Sales.

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OHIO (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Columbus	6,308,379	20,479	26.2	28.0	14.4	8.7	.2516
Licking	1,432,086	25,062	22.9	29.9	19.0	11.3	.0475
• Newark	469,931	20,694	26.3	29.0	14.0	8.6	.0186
Madison	298,769	21,232	27.4	32.7	13.4	6.9	.0112
Pickaway	434,040	23,777	23.8	32.4	16.9	9.9	.0155
Union	337,562	25,045	21.2	33.0	17.0	12.9	.0107
SUBURBAN TOTAL	7,942,216	27,906	20.7	30.8	20.2	15.4	.2637
DAYTON - SPRINGFIELD	**11,157,848**	**24,752**	**22.4**	**29.1**	**18.0**	**12.8**	**.3922**
Clark	1,599,534	23,332	22.8	30.9	16.8	9.7	.0552
• Springfield	707,609	18,943	25.2	28.4	12.3	7.0	.0265
Greene	1,606,410	29,104	18.7	28.7	21.2	17.9	.0518
Miami	1,022,717	24,680	23.2	31.5	18.5	10.7	.0354
Montgomery	6,929,187	24,274	22.9	28.5	17.6	12.8	.2498
• Dayton	1,800,302	17,269	27.0	25.7	11.7	6.0	.0718
Kettering	916,600	28,222	22.9	27.9	20.4	17.4	.0297
SUBURBAN TOTAL	8,649,937	27,866	20.6	30.4	20.5	15.5	.2939
HAMILTON - MIDDLETOWN	**3,003,333**	**25,422**	**20.9**	**30.0**	**19.1**	**11.9**	**.1021**
Butler	3,003,333	25,422	20.9	30.0	19.1	11.9	.1021
• Hamilton	644,389	19,773	24.7	29.3	12.6	7.6	.0249
• Middletown	496,600	21,358	23.2	27.4	15.3	10.0	.0184
SUBURBAN TOTAL	1,862,344	29,279	18.3	31.0	23.5	14.5	.0588
LIMA	**1,618,633**	**22,917**	**24.6**	**31.4**	**16.4**	**8.9**	**.0622**
Allen	1,185,433	23,089	23.8	30.2	16.8	9.7	.0464
• Lima	449,767	18,878	26.2	27.8	13.0	6.5	.0178
Auglaize	433,200	22,557	26.7	34.5	15.3	6.9	.0158
SUBURBAN TOTAL	1,168,866	24,749	23.9	33.0	18.0	10.1	.0444
LORAIN - ELYRIA	**3,200,023**	**28,380**	**17.9**	**31.3**	**21.8**	**14.1**	**.1080**
Lorain	3,200,023	28,380	17.9	31.3	21.8	14.1	.1080
• Elyria	673,707	25,379	20.5	32.3	18.8	11.4	.0255
• Lorain	809,145	25,264	19.6	28.4	19.3	12.0	.0271
SUBURBAN TOTAL	1,717,171	31,102	15.6	32.4	24.6	16.6	.0554
MANSFIELD	**1,428,850**	**23,544**	**24.4**	**31.6**	**17.2**	**9.1**	**.0538**
Richland	1,428,850	23,544	24.4	31.6	17.2	9.1	.0538
• Mansfield	554,592	18,969	28.4	27.5	12.7	7.2	.0244
SUBURBAN TOTAL	874,258	27,082	21.3	34.8	20.6	10.6	.0294
PARKERSBURG - MARIETTA	**1,575,994**	**21,114**	**25.8**	**31.1**	**14.6**	**7.0**	**.0608**
Washington	645,324	21,552	25.9	31.8	15.3	6.9	.0241
• Marietta	164,041	18,022	29.4	26.9	11.1	6.7	.0086
Wood, W. Va.	*930,670*	*20,802*	*25.7*	*30.7*	*14.1*	*7.1*	*.0367*
• Parkersburg	*388,390*	*17,597*	*27.9*	*27.6*	*10.6*	*5.8*	*.0186*
SUBURBAN TOTAL	1,023,563	23,280	24.2	33.6	17.0	7.6	.0336
STEUBENVILLE - WEIRTON	**1,536,662**	**21,983**	**23.0**	**32.1**	**15.6**	**6.6**	**.0552**
Jefferson	882,928	22,069	22.5	30.3	16.4	7.6	.0316
• Steubenville	253,786	18,779	23.1	24.3	14.4	8.8	.0113
Brooke, W. Va.	*267,614*	*21,740*	*24.4*	*36.1*	*13.3*	*4.6*	*.0094*
Hancock, W. Va.	*386,120*	*21,989*	*22.9*	*33.3*	*15.4*	*5.9*	*.0142*
• Weirton	*256,310*	*23,352*	*21.6*	*32.0*	*17.4*	*7.6*	*.0103*
SUBURBAN TOTAL	1,026,566	22,351	23.3	34.0	15.4	5.8	.0336

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
TOLEDO	**7,242,616**	**24,538**	**21.9**	**28.0**	**18.1**	**12.7**	**.2760**
Fulton	445,338	26,156	21.6	31.5	19.2	12.4	.0155
Lucas	5,516,553	24,162	21.8	27.6	17.8	12.7	.2130
• Toledo	3,849,441	22,097	23.0	27.3	16.4	10.5	.1489
Wood	1,280,725	25,458	21.8	29.9	19.0	12.8	.0475
• Bowling Green	226,100	18,411	27.6	22.6	13.8	9.8	.0105
SUBURBAN TOTAL	3,167,075	28,434	19.5	29.9	21.0	16.3	.1166
YOUNGSTOWN - WARREN	**5,812,759**	**24,472**	**21.2**	**30.2**	**17.3**	**11.9**	**.2068**
Mahoning	2,723,651	21,479	23.4	31.7	14.3	7.4	.1051
• Youngstown	909,157	16,533	25.7	26.6	10.4	5.0	.0371
Trumbull	3,089,108	28,796	18.7	28.3	20.8	17.3	.1017
• Warren	667,758	24,277	20.1	26.2	17.5	14.0	.0250
SUBURBAN TOTAL	4,235,844	26,911	20.0	32.0	19.4	13.8	.1447
OTHER COUNTIES							
Adams	169,188	13,255	29.0	22.2	7.8	2.7	.0067
Ashland	460,957	22,261	26.3	33.1	14.8	7.8	.0166
Ashtabula	1,088,724	23,836	23.5	31.5	17.9	9.0	.0387
Athens	531,632	18,645	28.2	25.3	12.5	9.1	.0191
☐ Belmont	822,380	21,395	23.9	31.3	15.6	6.3	.0324
Brown	307,890	20,470	25.1	30.7	13.8	6.7	.0099
Champaign	348,675	21,985	26.7	33.8	14.3	7.3	.0116
Clinton	359,372	20,775	27.1	29.3	14.4	8.2	.0131
Columbiana	1,070,876	21,104	25.5	31.7	15.0	5.7	.0393
Coshocton	361,664	20,428	27.1	29.8	14.3	6.9	.0123
Crawford	492,583	21,266	26.8	31.3	14.7	7.0	.0166
Darke	526,165	20,596	28.7	32.7	12.4	6.6	.0186
Defiance	439,378	26,197	22.1	32.6	19.4	11.3	.0150
Erie	880,301	24,521	21.9	31.6	18.3	10.5	.0321
Fayette	207,346	15,804	31.9	27.4	7.1	3.7	.0089
Gallia	282,369	19,215	26.6	27.3	13.9	6.9	.0110
Guernsey	412,500	20,127	26.8	29.3	13.9	7.1	.0147
Hancock	791,190	25,927	21.5	32.2	18.6	12.7	.0268
Hardin	287,281	19,278	26.9	30.2	12.5	5.4	.0101
Harrison	157,623	19,654	27.1	29.2	14.3	5.7	.0051
Henry	298,870	23,882	24.9	33.0	17.5	8.9	.0106
Highland	299,536	16,952	30.5	27.2	9.4	5.0	.0110
Hocking	215,808	17,785	31.0	30.8	9.4	3.3	.0079
Holmes	238,162	20,280	29.0	29.0	13.8	7.9	.0087
Huron	549,340	22,264	25.8	33.9	14.8	6.8	.0194
Jackson	242,151	16,404	28.1	27.1	9.6	4.0	.0092
Knox	437,434	19,321	29.7	30.5	11.3	6.3	.0157
☐ Lawrence	611,568	20,730	23.6	29.6	14.7	7.2	.0200
Logan	378,378	19,279	29.4	29.9	12.4	5.8	.0133
Marion	639,941	21,828	24.7	33.6	14.3	6.8	.0237
Meigs	175,499	15,289	28.6	27.2	7.6	2.9	.0066
Mercer	415,041	25,635	22.0	33.3	17.7	11.8	.0136
Monroe	143,028	18,952	24.4	31.7	12.1	4.1	.0049
Morgan	118,158	17,729	28.8	29.5	10.1	4.5	.0040

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EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Morrow	229,490	19,295	31.1	33.2	11.0	3.6	.0077
Muskingum	776,748	18,757	28.4	28.6	12.5	5.8	.0302
Noble	101,810	19,144	26.3	29.8	13.0	5.2	.0036
Ottawa	503,721	27,311	20.9	30.4	21.0	14.6	.0175
Paulding	202,555	23,883	23.2	36.1	17.3	6.5	.0063
Perry	267,832	18,411	31.0	29.7	11.3	4.5	.0089
Pike	218,326	17,948	29.6	25.1	12.1	7.3	.0080
Preble	424,056	24,241	23.5	31.8	18.1	9.7	.0129
Putnam	281,284	21,321	27.7	35.2	12.6	5.7	.0101
Ross	729,968	23,489	23.9	29.9	16.3	11.4	.0245
Sandusky	691,662	24,268	22.8	33.4	18.8	8.6	.0245
Scioto	734,933	17,306	28.3	25.2	12.1	6.0	.0288
Seneca	624,181	23,901	24.4	34.0	17.5	8.0	.0219
Shelby	473,885	25,300	21.8	33.9	18.8	10.0	.0152
Tuscarawas	843,865	20,755	27.2	32.5	13.5	5.9	.0309
Van Wert	360,914	26,531	21.1	32.6	20.0	11.6	.0114
Vinton	94,717	16,505	29.3	27.1	10.0	4.1	.0030
Wayne	1,119,042	25,463	22.8	32.3	18.7	11.7	.0377
Williams	380,308	22,859	24.9	34.1	15.7	7.1	.0133
Wyandot	208,381	20,785	28.7	32.4	14.2	5.5	.0077
TOTAL METRO COUNTIES	**99,725,959**	**24,599**	**22.0**	**29.2**	**17.8**	**12.4**	**3.5920**
TOTAL STATE	**122,320,697**	**23,862**	**22.8**	**29.7**	**17.1**	**11.4**	**4.3909**

OKLAHOMA

OKLA.
S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ENID	**65.8**	**.0273**	**32.1**	**12.0**	**17.5**	**17.8**	**27.1**	**25.6**	**421,253**	**93,707**	**42,791**	**37,641**	**26,855**	**95,361**	**15,740**
Garfield	65.8	.0273	32.1	12.0	17.5	17.8	27.1	25.6	421,253	93,707	42,791	37,641	26,855	95,361	15,740
• Enid	52.9	.0220	31.9	12.8	18.1	17.1	27.2	20.9	402,689	87,831	41,983	36,277	26,418	87,565	15,506
SUBURBAN TOTAL	12.9	.0053	33.2	8.7	15.3	20.9	26.3	4.7	18,564	5,876	808	1,364	437	7,796	234
LAWTON	**117.1**	**.0487**	**25.1**	**19.3**	**18.2**	**16.8**	**16.9**	**38.1**	**596,516**	**136,946**	**63,422**	**103,841**	**32,108**	**125,437**	**10,495**
Comanche	117.1	.0487	26.1	19.3	18.2	16.8	16.9	38.1	596,516	136,946	63,422	103,841	32,108	125,437	10,495
• Lawton	86.6	.0360	27.6	15.4	18.7	17.7	18.4	31.5	576,424	126,310	62,632	103,634	31,790	124,137	9,672
SUBURBAN TOTAL	30.5	.0127	23.6	30.4	16.6	14.5	12.8	6.6	20,092	10,636	790	207	318	1,300	823
OKLAHOMA CITY	**984.4**	**.4089**	**30.9**	**12.7**	**18.6**	**19.2**	**23.2**	**377.7**	**7,497,305**	**1,378,659**	**823,628**	**889,464**	**426,843**	**1,841,518**	**140,501**
Canadian	74.8	.0311	30.3	9.1	19.8	22.0	18.7	25.2	374,086	77,246	28,666	39,862	11,841	136,090	4,179
Cleveland	161.9	.0673	28.0	16.9	21.4	19.8	15.3	58.2	1,168,552	179,448	100,793	130,545	37,515	430,500	19,429
• Norman	78.1	.0324	27.5	23.1	21.5	16.4	17.5	30.0	885,774	103,519	74,465	103,678	25,269	383,853	13,235
Logan	31.6	.0131	32.4	11.8	15.2	17.9	28.2	11.1	97,401	30,784	7,382	8,734	1,061	27,442	3,313
McClain	25.4	.0106	33.4	9.0	15.2	22.5	25.0	8.8	105,657	31,093	8,189	15,029	2,199	26,810	2,432
Oklahoma	626.3	.2601	31.5	12.3	18.5	18.7	24.9	250.7	5,421,416	973,171	633,102	656,588	361,462	1,167,480	102,698
Midwest City	53.6	.0223	30.2	13.2	18.5	18.6	22.5	20.5	446,820	120,626	46,666	102,674	9,638	65,937	8,442
• Oklahoma City	446.1	.1852	31.8	12.0	18.8	18.4	25.7	182.8	4,098,211	600,929	495,400	495,498	305,780	897,053	70,014
Pottawatomie	64.4	.0267	33.7	10.9	14.6	19.2	29.0	23.7	330,193	86,917	45,496	38,706	12,765	53,196	8,450
• Shawnee	29.1	.0121	34.8	13.4	14.1	16.5	33.2	11.5	276,292	70,109	34,796	34,964	10,515	48,180	7,865
SUBURBAN TOTAL	431.1	.1792	30.5	11.4	18.1	20.8	21.1	153.4	2,237,028	604,102	218,967	255,324	85,279	512,432	49,387
TULSA	**745.3**	**.3095**	**31.6**	**11.2**	**18.5**	**19.9**	**23.8**	**285.9**	**4,342,077**	**933,199**	**460,789**	**491,874**	**250,381**	**968,358**	**80,970**
Creek	73.4	.0305	32.7	9.2	16.0	20.4	25.9	26.1	271,086	92,147	20,307	34,423	9,662	62,475	5,490
Osage	44.2	.0184	33.8	9.1	16.2	20.1	28.0	16.2	75,014	24,481	5,845	2,125	1,179	14,338	3,614
Rogers	57.7	.0240	32.0	9.1	16.2	23.7	21.5	19.7	162,162	50,659	13,926	13,928	3,013	32,401	1,929
Tulsa	514.9	.2138	31.4	12.1	19.4	19.3	23.7	205.6	3,761,812	738,857	415,191	426,296	231,653	854,379	68,762
• Tulsa	377.9	.1569	31.9	12.9	19.2	18.5	25.5	158.1	3,122,190	567,209	354,029	347,415	211,110	723,177	52,637
Wagoner	55.1	.0228	30.6	8.5	17.6	21.6	20.6	18.3	72,003	27,055	5,320	15,102	4,874	4,765	1,175
SUBURBAN TOTAL	367.4	.1526	31.3	9.4	17.9	21.3	22.0	127.8	1,219,887	365,990	106,760	144,459	39,271	245,181	28,333
OTHER COUNTIES															
Adair	21.2	.0088	32.0	9.5	13.9	17.8	28.1	6.8	35,475	10,966	2,691	5,992	1,155	6,787	921
Alfalfa	6.9	.0029	41.8	7.2	11.4	16.0	41.9	2.7	35,159	18,878	1,617	1,387	576	2,446	1,797
Atoka	13.8	.0057	34.7	9.3	15.9	19.0	30.6	4.8	53,289	14,196	2,403	8,868	658	9,653	1,758
Beaver	7.4	.0031	34.8	7.6	15.1	18.9	30.8	3.0	12,564	4,599	1,474		123	1,328	546
Beckham	24.4	.0101	34.3	10.5	14.9	16.1	33.0	9.4	241,012	54,322	17,260	37,947	10,281	41,081	5,234
Blaine	13.8	.0057	35.7	9.6	13.4	16.9	34.0	5.3	67,640	16,059	4,559	7,320	1,453	14,458	2,050
Bryan	33.4	.0139	34.3	12.2	14.3	16.9	32.1	12.7	127,490	28,408	12,416	10,939	6,738	31,493	5,305
Caddo	33.5	.0139	34.4	9.4	13.4	17.1	32.1	12.4	174,080	46,778	8,753	19,875	6,951	52,770	3,636
Carter	47.5	.0197	34.3	9.6	15.0	17.8	31.2	17.9	274,764	60,340	25,620	30,674	11,425	54,782	6,044
Cherokee	34.5	.0143	30.9	14.0	14.6	17.8	26.2	12.1	111,925	34,842	6,999	17,946	3,124	16,953	3,181
Choctaw	17.5	.0073	35.2	8.6	13.2	16.7	33.5	6.2	49,817	13,134	3,034	10,101	1,779	10,127	1,596
Cimarron	3.7	.0015	36.2	7.1	14.8	18.0	33.5	1.5	16,882	4,337	1,568	793	257	3,653	617
Coal	6.0	.0024	37.4	8.3	12.5	16.0	36.7	2.2	9,838	3,006	501	1,502	87	784	66
Cotton	7.5	.0031	37.6	8.2	13.4	17.4	35.9	3.0	25,840	5,210	943	1,403	650	12,887	485
Craig	15.5	.0064	37.8	8.7	13.5	19.2	34.6	5.6	92,035	14,957	7,192	11,274	2,175	26,361	1,658
Custer	32.6	.0135	29.9	18.3	15.3	15.8	26.4	12.3	312,106	67,206	34,283	35,402	15,678	67,688	5,630
Delaware	28.7	.0119	38.7	7.7	12.2	17.4	37.3	10.7	75,541	21,028	4,007	12,692	3,856	8,118	1,316
Dewey	6.1	.0026	38.0	8.6	13.1	16.1	37.4	2.2	20,774	10,216	1,645	212	161	3,035	
Ellis	5.8	.0024	35.7	8.4	15.0	16.3	34.6	2.2	27,199	5,307	1,610	1,522	384	7,791	2,139
Garvin	30.1	.0125	37.1	9.3	13.3	17.3	35.2	11.6	149,464	47,353	9,067	8,565	6,425	33,654	4,287
Grady	45.7	.0190	32.9	10.3	15.3	19.4	27.5	16.6	202,423	49,382	15,677	22,207	7,170	47,731	8,016
Grant	6.5	.0027	42.1	7.0	11.9	17.1	41.3	2.6	25,367	6,338	1,551	267	650	10,884	892
Greer	6.9	.0028	44.1	8.7	12.2	14.6	44.7	3.1	18,524	6,644	1,336	455	902	2,114	1,852
Harmon	4.3	.0018	41.8	7.3	11.2	14.7	42.1	1.7	12,451	4,123	240	272	442	2,293	1,459
Harper	4.6	.0019	38.3	9.0	13.6	18.9	35.3	1.8	14,069	4,547	1,170	226	186	3,676	623
Haskell	12.2	.0051	37.1	7.6	13.7	17.6	35.2	4.7	42,245	10,832	1,030	6,985	1,137	10,116	860
Hughes	15.1	.0063	40.4	7.7	11.8	17.2	39.3	5.9	57,328	15,314	2,779	10,338	1,452	14,137	2,152

OKLA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Jackson	30.8	.0128	29.2	13.8	16.7	17.7	22.7	11.0	207,586	36,893	17,243	17,793	9,165	58,281	5,112
Jefferson	9.1	.0037	37.1	8.4	13.7	15.7	36.7	3.4	22,271	6,424	2,351	401	1,067	5,497	1,125
Johnston	10.8	.0045	35.0	10.9	13.1	16.5	33.5	4.0	13,015	7,045	740	71	425	759	1,013
Kay	51.8	.0215	35.1	10.0	15.5	17.4	32.7	20.6	307,196	67,619	26,567	29,696	13,281	67,265	10,983
Kingfisher	15.8	.0066	33.2	10.4	14.6	18.4	29.0	5.8	105,619	20,387	5,329	11,777	915	30,061	2,496
Kiowa	13.0	.0054	40.1	8.5	12.0	15.9	39.9	5.3	52,936	16,915	2,060	3,721	2,000	13,725	1,995
Latimer	10.3	.0043	35.0	11.3	12.6	17.1	32.9	3.6	22,571	9,458	1,030	1,571	103	1,551	694
Le Flore	45.9	.0190	34.2	9.1	14.1	18.6	30.4	16.7	120,160	39,048	6,168	18,345	4,519	24,144	2,718
Lincoln	32.0	.0133	34.6	9.2	14.1	19.4	30.0	12.0	100,314	28,221	9,625	7,945	4,055	14,167	2,125
Love	8.6	.0036	35.7	8.4	14.3	18.4	32.6	3.3	16,238	6,212	2,395	193	306	2,078	91
McCurtain	37.5	.0155	31.8	9.2	14.8	18.2	27.0	13.0	126,015	36,280	7,744	21,106	5,541	21,532	4,560
McIntosh	17.5	.0073	41.6	7.7	11.0	17.9	40.2	6.9	78,430	17,583	6,368	8,970	2,288	20,814	1,802
Major	9.4	.0039	35.1	9.3	14.4	18.5	31.6	3.4	54,963	9,178	3,632	3,869	390	18,882	1,329
Marshall	11.8	.0049	41.5	8.0	11.6	16.5	41.2	5.0	45,534	13,386	3,424	2,671	723	13,802	1,292
Mayes	36.5	.0152	34.6	9.1	14.0	19.1	30.4	13.4	129,909	40,838	8,747	18,141	6,236	18,838	2,171
Murray	13.2	.0054	36.0	8.6	13.9	16.8	34.4	5.1	65,721	15,244	2,939	6,657	1,064	23,513	1,572
Muskogee	72.4	.0301	33.6	10.0	15.3	17.4	30.4	27.1	360,210	82,239	34,545	41,553	14,998	85,980	7,683
Muskogee	43.0	.0179	34.7	10.2	15.0	15.6	33.9	17.1	326,487	65,999	32,136	41,358	13,299	84,084	6,867
Noble	12.5	.0052	35.1	9.8	14.4	18.9	31.4	4.8	52,864	14,208	4,164	3,153	1,866	7,497	1,838
Nowata	11.8	.0049	35.9	9.2	14.4	17.9	33.3	4.5	29,768	5,955	2,518	5,033	598	5,708	758
Okfuskee	11.7	.0048	38.3	7.6	11.6	17.3	36.9	4.6	26,362	9,691	1,433	1,647	1,101	2,773	900
Okmulgee	40.7	.0169	34.8	11.2	13.5	17.3	32.4	15.2	150,364	46,927	9,661	24,201	5,700	26,034	3,109
Ottawa	34.7	.0144	34.0	11.8	14.4	17.8	30.7	13.1	158,412	45,682	10,560	18,498	4,936	22,877	5,799
Pawnee	17.7	.0073	35.6	8.5	14.8	19.3	31.5	6.8	53,307	14,189	4,046	7,369	1,520	10,071	2,487
Payne	66.1	.0275	25.7	29.3	16.5	14.0	20.6	24.7	321,856	80,289	36,162	44,196	11,742	51,502	8,904
Pittsburg	42.5	.0176	36.9	8.1	14.4	18.6	34.1	16.4	171,271	40,264	14,548	33,488	5,947	34,841	3,978
Pontotoc	34.9	.0145	34.3	13.3	14.1	17.1	31.9	13.3	210,664	47,918	17,878	29,689	9,820	42,096	4,772
Pushmataha	13.2	.0055	36.9	8.1	12.8	19.1	33.4	5.1	27,681	10,095	1,872	1,933	935	6,052	1,556
Roger Mills	5.5	.0023	35.6	9.2	14.1	16.8	33.9	2.1	29,546	10,534	2,082	1,053	247	6,165	1,201
Seminole	29.0	.0120	35.7	9.3	13.7	17.3	33.5	10.9	112,445	40,283	7,143	10,621	4,330	23,652	2,683
☐ Sequoyah	35.6	.0148	32.7	9.2	14.2	19.7	27.0	12.2	88,325	27,859	4,712	10,184	3,260	15,855	1,335
Stephens	45.2	.0188	34.5	9.8	15.9	17.8	31.3	17.4	234,767	59,170	19,223	22,177	9,767	57,909	8,160
Texas	18.2	.0075	30.8	12.1	16.5	18.7	24.4	6.6	109,124	25,678	10,952	10,944	4,833	11,629	3,649
Tillman	11.7	.0049	35.7	8.4	13.3	15.9	34.9	4.4	34,825	8,636	2,554	4,041	1,363	6,682	1,464
Washington	51.7	.0215	34.5	9.2	16.9	19.8	29.4	20.7	293,776	71,345	30,490	39,160	14,547	51,099	7,207
Washita	15.4	.0064	34.1	10.9	14.7	16.1	32.5	5.8	70,545	22,049	5,297	2,937	1,847	14,654	905
Woods	10.6	.0044	37.7	14.4	12.6	15.4	37.6	4.2	72,291	17,208	6,618	9,462	4,094	18,857	2,281
Woodward	23.1	.0096	30.5	11.6	17.6	18.4	23.7	8.4	214,252	44,677	18,250	34,667	9,730	46,708	3,939
TOTAL METRO COUNTIES	**1,948.2**	**.8092**	**31.0**	**12.4**	**18.5**	**19.3**	**23.3**	**739.5**	**12,945,476**	**2,570,370**	**1,395,342**	**1,533,094**	**739,447**	**3,046,529**	**249,041**
TOTAL STATE	**3,356.0**	**1.3935**	**32.1**	**11.8**	**16.7**	**18.6**	**26.6**	**1,269.1**	**19,433,585**	**4,216,460**	**1,913,125**	**2,296,917**	**987,221**	**4,411,024**	**437,512**

OKLA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ENID	**775,387**	**22,967**	**24.4**	**29.1**	**16.7**	**11.1**	**.0283**
Garfield	775,387	22,967	24.4	29.1	16.7	11.1	.0283
• Enid	627,794	22,655	24.8	29.1	16.3	10.9	.0243
SUBURBAN TOTAL	147,593	24,582	22.5	29.1	18.3	12.1	.0040
LAWTON	**1,170,923**	**21,349**	**28.9**	**28.5**	**14.8**	**10.3**	**.0434**
Comanche	1,170,923	21,349	28.9	28.5	14.8	10.3	.0434
• Lawton	889,434	21,215	29.4	28.0	15.0	10.2	.0355
SUBURBAN TOTAL	281,489	21,940	26.6	30.7	13.5	11.2	.0079
OKLAHOMA CITY	**11,736,769**	**23,660**	**23.9**	**28.4**	**16.6**	**12.8**	**.4525**
Canadian	859,285	29,026	18.8	30.3	22.3	14.7	.0296
Cleveland	1,883,704	25,474	22.5	29.6	18.9	12.8	.0723
• Norman	910,590	21,384	25.7	25.6	15.1	12.3	.0418
Logan	321,244	21,689	24.1	27.1	14.9	11.8	.0104
McClain	240,902	22,453	22.0	29.3	15.9	9.9	.0086
Oklahoma	7,800,469	23,210	24.7	28.1	15.9	13.1	.3078
Midwest City	638,842	25,138	25.3	31.4	18.5	12.6	.0255
• Oklahoma City	5,552,367	22,346	24.8	27.5	15.1	12.6	.2243
Pottawatomie	631,165	19,878	25.3	26.3	14.5	8.9	.0238
• Shawnee	294,826	18,098	25.2	25.0	12.5	8.1	.0136
SUBURBAN TOTAL	4,978,986	26,005	22.4	30.4	19.0	13.4	.1728
TULSA	**8,568,828**	**23,063**	**23.9**	**28.9**	**16.1**	**11.6**	**.3081**
Creek	715,871	22,000	23.1	29.5	15.9	9.0	.0247
Osage	416,957	20,165	24.6	29.8	13.1	7.5	.0127
Rogers	588,649	25,045	21.5	28.9	19.2	11.5	.0188
Tulsa	6,296,275	23,140	24.6	28.8	15.9	12.2	.2360
• Tulsa	4,823,789	22,249	25.6	27.6	14.9	12.5	.1846
Wagoner	551,076	24,949	19.7	29.7	17.7	12.2	.0159
SUBURBAN TOTAL	3,745,039	24,078	21.9	30.6	17.6	10.5	.1235

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adair	131,288	13,593	28.6	23.6	7.3	3.2	.0049
Alfalfa	69,349	18,848	26.1	25.9	12.7	8.7	.0026
Atoka	101,103	13,400	30.3	19.1	7.6	5.1	.0041
Beaver	81,288	21,565	24.6	33.1	11.7	9.0	.0023
Beckham	241,407	18,403	24.0	25.3	12.9	8.4	.0114
Blaine	148,013	20,419	23.0	25.4	15.2	10.4	.0054
Bryan	244,238	13,519	31.0	19.5	7.4	4.3	.0098
Caddo	315,492	18,313	25.4	25.0	10.8	10.1	.0122
Carter	471,536	19,258	24.5	26.5	12.9	9.0	.0182
Cherokee	254,022	14,626	30.9	22.6	7.7	5.1	.0099
Choctaw	115,604	12,328	26.8	20.0	7.5	3.6	.0045
Cimarron	32,798	16,347	33.1	25.6	8.3	5.3	.0013
Coal	39,540	12,319	30.0	20.1	4.4	4.1	.0014
Cotton	57,623	14,526	29.6	24.4	8.4	2.4	.0022
Craig	117,341	15,645	31.9	24.7	7.6	4.9	.0054
Custer	390,391	22,312	22.8	25.4	14.9	14.2	.0163
Delaware	212,667	14,398	32.9	22.9	6.9	4.5	.0078
Dewey	69,740	22,415	22.7	22.5	17.0	15.0	.0023
Ellis	58,432	19,346	27.7	26.1	13.1	9.3	.0021
Garvin	301,555	18,992	25.4	25.5	13.8	8.5	.0111
Grady	442,521	19,684	25.7	26.6	13.1	9.6	.0161
Grant	66,579	18,987	28.1	26.2	12.3	8.7	.0022
Greer	59,435	12,700	27.0	21.6	5.8	4.8	.0020
Harmon	26,298	9,671	29.7	11.9	2.6	4.2	.0012
Harper	47,262	21,118	24.2	31.1	11.9	9.2	.0015
Haskell	96,808	14,193	29.6	19.6	8.4	6.2	.0036
Hughes	112,495	13,090	29.1	20.6	7.1	4.5	.0046
Jackson	254,906	16,506	33.2	24.8	9.5	5.4	.0115

OKLA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Jefferson	60,700	12,107	29.6	19.8	5.5	3.2	.0024
Johnston	68,633	11,333	29.3	15.3	7.1	3.7	.0024
Kay	614,686	22,727	24.3	28.0	15.7	12.2	.0219
Kingfisher	163,207	22,601	23.4	31.3	16.3	8.8	.0064
Kiowa	103,920	12,937	28.3	20.4	7.2	4.5	.0042
Latimer	69,597	12,943	27.5	20.9	6.8	4.4	.0025
Le Flore	342,756	14,989	30.9	24.0	8.0	4.2	.0125
Lincoln	299,996	19,652	24.3	28.8	12.8	7.6	.0102
Love	75,576	17,313	26.1	26.4	9.7	7.3	.0025
McCurtain	235,856	12,940	30.5	19.7	7.7	3.0	.0100
McIntosh	133,657	13,937	30.2	21.5	8.6	3.0	.0056
Major	93,895	20,338	26.9	27.3	12.9	10.5	.0036
Marshall	110,247	14,430	31.1	21.4	8.7	5.4	.0040
Mayes	318,875	18,067	28.2	26.4	12.4	6.5	.0115
Murray	114,803	17,165	28.6	27.6	9.9	4.7	.0046
Muskogee	653,666	17,353	25.7	25.6	11.1	7.3	.0253
Muskogee	410,674	16,475	26.4	24.0	10.0	8.0	.0179
Noble	130,779	20,322	27.4	28.2	12.6	10.0	.0046
Nowata	118,943	20,584	23.0	30.2	13.4	7.7	.0037
Okfuskee	94,893	14,318	28.2	20.7	9.3	5.6	.0033
Okmulgee	364,146	16,619	27.3	24.5	11.3	7.0	.0132
Ottawa	284,144	15,964	30.6	26.2	8.9	4.4	.0113
Pawnee	181,111	19,755	26.2	27.9	11.7	9.8	.0058
Payne	644,647	16,828	28.7	23.2	11.5	8.0	.0240
Pittsburg	352,550	15,763	29.9	25.5	8.8	4.3	.0134
Pontotoc	318,431	16,886	25.6	25.4	11.1	7.0	.0132
Pushmataha	96,196	12,771	31.0	19.4	5.6	4.2	.0034
Roger Mills	72,801	23,146	23.2	28.8	11.8	16.8	.0023
Seminole	269,985	17,612	25.0	25.3	11.8	7.9	.0096
☐ Sequoyah	233,883	14,245	32.8	22.6	6.6	3.4	.0091
Stephens	485,253	21,357	24.2	28.1	15.0	9.9	.0175
Texas	174,825	20,766	27.7	31.1	13.2	7.8	.0069
Tillman	76,448	11,506	31.4	16.5	4.2	4.0	.0032
Washington	708,513	26,772	20.3	27.6	17.7	17.6	.0233
Washita	167,125	21,905	25.1	29.6	13.1	11.8	.0058
Woods	121,636	20,110	26.9	26.4	12.4	11.5	.0046
Woodward	280,162	26,620	21.4	27.8	18.5	15.6	.0115
TOTAL METRO COUNTIES	**22,485,790**	**23,049**	**24.3**	**28.6**	**16.2**	**12.0**	**.8414**
TOTAL STATE	**35,448,179**	**20,592**	**25.5**	**27.0**	**14.1**	**10.2**	**1.3295**

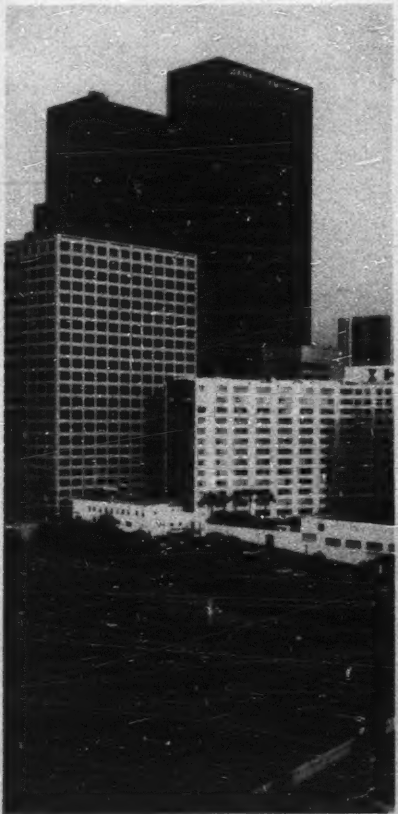
OREGON

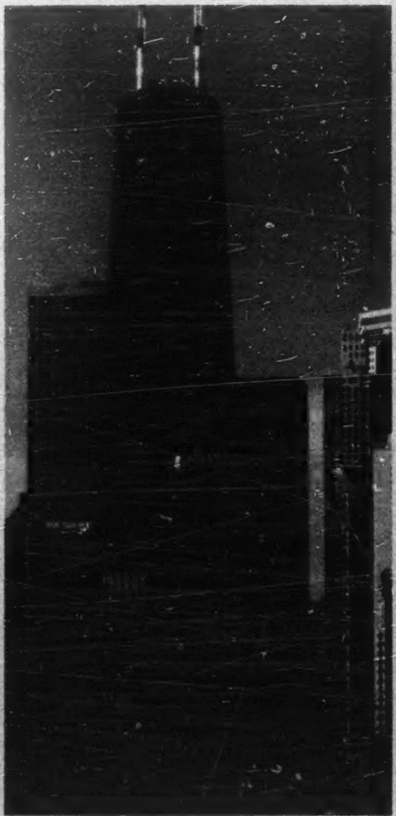
ORE.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
EUGENE - SPRINGFIELD	**267.9**	**.1112**	**30.5**	**13.5**	**21.4**	**18.1**	**22.3**	**104.3**	**1,434,241**	**289,200**	**146,782**	**212,866**	**73,423**	**339,498**	**34,565**
Lane	267.9	.1112	30.5	13.5	21.4	18.1	22.3	104.3	1,434,241	289,200	146,782	212,866	73,423	339,498	34,565
• Eugene	105.1	.0436	29.7	18.1	23.9	16.5	20.8	43.4	887,265	155,698	95,657	155,819	57,093	195,162	22,388
• Springfield	40.2	.0167	28.2	15.3	23.4	15.4	18.8	16.2	253,310	52,658	28,912	47,487	10,607	57,829	6,569
SUBURBAN TOTAL	122.6	.0509	32.3	9.0	18.8	20.3	24.6	44.7	293,666	80,844	22,213	9,560	5,723	86,507	5,608

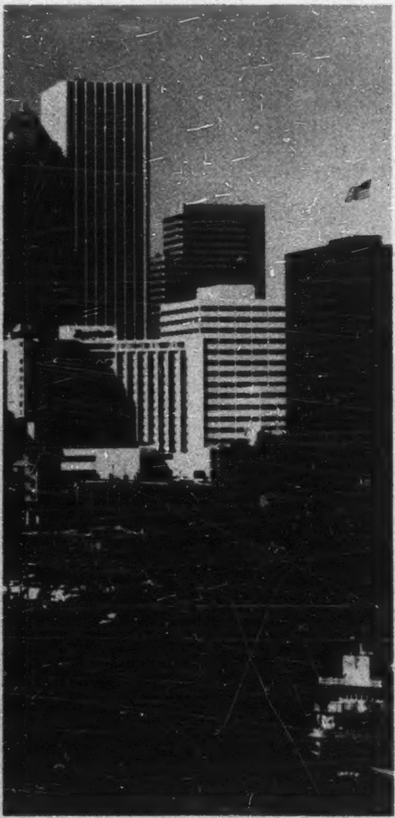

Los Angeles


Chicago

Washington, D.C.

ORE. (cont.) S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MEDFORD	**139.3**	**.0578**	**33.0**	**10.2**	**18.2**	**19.0**	**27.3**	**52.6**	**762,391**	**133,529**	**64,339**	**121,637**	**29,985**	**174,453**	**15,466**
Jackson	139.3	.0578	33.0	10.2	18.2	19.0	27.3	52.6	762,391	133,529	64,339	121,637	29,985	174,453	15,466
• Medford	43.1	.0179	32.3	10.5	19.3	17.3	27.4	17.2	535,814	52,128	39,199	107,405	22,284	140,526	9,678
SUBURBAN TOTAL	96.2	.0399	33.3	10.1	17.5	19.7	27.3	35.4	226,577	81,401	25,140	14,232	7,701	33,927	5,788
PORTLAND	**1,149.3**	**.4770**	**32.0**	**11.1**	**20.6**	**18.9**	**24.9**	**450.8**	**7,441,991**	**1,248,100**	**780,655**	**1,387,690**	**341,390**	**1,639,544**	**111,177**
Clackamas	254.7	.1057	32.2	8.9	18.8	21.9	22.7	90.4	1,204,962	322,285	107,091	227,662	39,459	229,507	19,920
Multnomah	562.3	.2334	32.6	12.1	21.4	16.7	28.1	235.6	4,061,500	583,760	462,641	809,428	203,461	787,041	48,706
• Portland	390.6	.1622	33.0	12.4	21.9	15.5	30.1	171.3	3,013,441	405,298	346,154	606,730	166,604	522,772	31,722
Washington	272.5	.1131	30.7	11.0	21.7	20.6	20.1	103.9	1,925,998	279,172	190,605	340,378	90,204	539,216	30,536
Yamhill	59.8	.0248	31.4	11.9	17.0	18.0	25.9	20.9	249,531	62,883	20,318	10,222	8,266	83,780	12,015
SUBURBAN TOTAL	758.7	.3148	31.4	10.5	19.8	20.6	22.3	279.5	4,428,550	842,802	434,501	780,960	174,786	1,116,772	79,455
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1,361.0***	***.5649***	***31.7***	***11.0***	***20.4***	***19.0***	***24.4***	***539.5***	***8,270,967***	***1,447,129***	***877,721***	***1,542,395***	***372,054***	***1,788,861***	***141,050***
SALEM	**257.0**	**.1068**	**31.8**	**11.4**	**18.4**	**18.0**	**26.1**	**94.6**	**1,184,037**	**226,887**	**123,224**	**201,625**	**51,210**	**265,565**	**31,299**
Marion	210.7	.0875	31.8	11.3	18.5	17.9	26.2	77.6	1,089,444	187,299	110,524	197,909	48,688	256,354	28,849
• Salem	91.5	.0380	31.7	13.7	20.7	16.8	26.3	35.5	738,411	95,628	73,774	151,511	41,046	183,626	22,195
Polk	46.3	.0193	31.9	11.8	17.7	18.1	26.5	17.0	94,593	39,588	12,700	3,716	2,522	9,211	2,450
SUBURBAN TOTAL	165.5	.0688	31.9	10.1	17.2	18.6	26.1	59.1	445,626	131,259	49,450	50,114	10,164	81,939	9,104
OTHER COUNTIES															
Baker	16.1	.0067	35.5	8.1	15.3	18.7	32.1	6.2	73,923	20,915	7,998	4,509	1,602	18,312	1,719
Benton	67.4	.0280	27.3	24.0	20.9	16.0	17.9	23.9	291,374	69,356	37,494	37,190	11,771	54,922	9,875
Corvallis	40.7	.0169	24.9	34.4	21.1	12.1	16.4	14.7	271,547	65,440	33,384	34,960	11,568	54,202	9,451
Clatsop	32.0	.0133	33.2	11.3	17.6	16.7	30.1	12.4	194,592	51,287	29,462	5,238	6,800	36,120	12,623
Columbia	36.5	.0152	32.0	8.6	17.7	19.4	25.3	13.2	102,655	36,475	12,069	1,689	6,429	15,570	8,197
Coos	61.4	.0255	33.2	9.7	17.2	19.2	27.7	23.4	308,982	73,768	27,225	24,114	12,400	67,525	12,496
Crook	13.7	.0057	33.6	9.3	16.1	19.4	28.3	5.1	41,240	16,957	3,319	1,910	575	6,595	1,022
Curry	16.9	.0070	38.3	7.9	14.7	17.6	36.6	7.0	89,157	24,191	10,429	3,583	3,231	18,148	4,034
Deschutes	69.2	.0287	31.5	10.1	20.4	19.3	23.5	25.8	353,106	80,180	34,589	35,732	9,097	73,088	17,183
Douglas	96.9	.0402	32.0	9.8	17.0	19.1	25.7	35.0	423,650	101,983	37,707	40,679	13,148	111,713	15,270
Gilliam	1.8	.0008	35.0	9.1	15.2	18.4	31.6	.8	4,767	527	868			1,400	70
Grant	8.5	.0035	33.4	8.7	16.8	19.9	27.5	3.2	24,355	7,600	1,356	1,069	1,162	6,379	1,332
Harney	7.9	.0033	31.9	9.7	17.3	20.4	24.3	2.9	29,385	7,720	2,570	1,277	759	6,662	199
Hood River	16.3	.0068	32.9	9.9	17.6	18.7	27.6	6.2	90,627	24,866	10,127	6,330	2,344	21,490	1,899
Jefferson	12.7	.0053	30.5	10.2	16.6	19.1	23.4	4.5	60,624	17,633	5,687	1,120	819	20,705	1,840
Josephine	68.6	.0285	35.2	7.9	15.9	18.7	31.7	25.8	351,380	70,778	29,493	30,540	12,233	98,701	11,354
Klamath	58.7	.0243	31.6	10.5	17.8	18.8	25.2	22.1	317,164	72,710	30,594	35,137	12,082	74,117	14,182
Lake	7.8	.0033	33.0	8.9	16.5	19.8	26.9	3.0	34,240	9,648	2,914	201	1,370	9,312	1,343
Lincoln	36.8	.0153	36.9	8.7	17.1	16.8	35.6	15.6	177,924	36,424	34,832	6,450	3,846	28,367	11,109

New York



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Source: Mar%Stat Market Research Study of Oregon Newspapers, May 1983; Lane County Audit, 1984

ORE. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Linn	90.2	.0375	31.7	10.1	18.0	18.6	25.5	33.5	444,051	86,124	38,919	54,833	15,093	116,508	18,505
Malheur	28.1	.0116	31.7	10.0	15.3	17.3	27.6	9.8	167,375	34,027	16,586	20,171	4,447	42,019	5,647
Morrow	8.3	.0035	30.9	10.0	17.4	19.7	23.0	2.9	22,481	4,607	2,985	861	346	4,430	621
Sherman	2.1	.0008	33.5	8.0	17.0	15.8	31.7	.8	11,058	582	3,839	326			311
Tillamook	21.2	.0088	35.7	8.4	16.8	16.8	34.0	8.5	94,164	30,028	9,681	2,494	2,791	19,447	2,226
Umatilla	61.5	.0256	31.6	10.6	17.9	18.0	25.9	21.9	334,471	83,385	28,472	13,561	8,848	98,726	16,536
Union	24.6	.0102	31.3	11.4	17.5	18.4	25.1	8.8	114,766	27,040	10,981	2,800	4,895	29,539	9,814
Wallowa	7.4	.0031	35.1	8.0	16.3	18.6	31.5	3.0	33,673	9,735	1,916	887	815	12,623	1,133
Wasco	21.7	.0090	33.6	8.5	17.2	18.1	29.6	8.4	140,931	20,403	14,791	18,458	4,245	39,547	10,952
Wheeler	1.4	.0006	38.7	6.8	12.4	18.8	36.2	.7	4,611	929	518	366		2,392	
TOTAL METRO COUNTIES	**1,813.5**	**.7528**	**31.8**	**11.4**	**20.3**	**18.6**	**24.9**	**702.3**	**10,822,660**	**1,897,716**	**1,115,000**	**1,923,818**	**496,008**	**2,419,060**	**192,507**
TOTAL STATE	**2,709.2**	**1.1249**	**31.9**	**11.2**	**19.4**	**18.5**	**25.5**	**1,036.7**	**15,159,386**	**2,917,594**	**1,562,421**	**2,275,343**	**637,156**	**3,453,417**	**383,999**

ORE.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,989 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
EUGENE - SPRINGFIELD	**2,677,232**	**20,220**	**26.8**	**30.1**	**13.2**	**7.3**	**.1009**
Lane	2,677,232	20,220	26.8	30.1	13.2	7.3	.1009
• Eugene	1,114,989	18,534	27.4	25.6	12.3	8.7	.0477
• Springfield	359,980	18,652	28.9	32.0	10.7	3.4	.0152
SUBURBAN TOTAL	1,202,263	22,408	25.5	33.7	14.9	7.4	.0380
MEDFORD	**1,274,776**	**18,728**	**30.2**	**29.5**	**11.1**	**5.8**	**.0507**
Jackson	1,274,776	18,728	30.2	29.5	11.1	5.8	.0507
• Medford	427,386	18,789	29.6	28.7	11.1	6.8	.0227
SUBURBAN TOTAL	847,390	18,698	30.3	29.9	11.1	5.4	.0280
PORTLAND	**13,932,168**	**24,760**	**23.1**	**29.4**	**17.7**	**12.9**	**.5040**
Clackamas	2,974,220	27,437	21.3	31.5	20.3	13.8	.1001
Multnomah	6,551,502	21,463	25.7	28.3	15.2	9.9	.2509
• Portland	4,559,321	19,868	26.7	26.9	13.4	9.4	.1786
Washington	3,845,495	30,898	18.6	29.2	22.1	19.9	.1327
Yamhill	560,951	21,519	26.3	31.4	14.8	7.6	.0203
SUBURBAN TOTAL	9,372,847	27,817	21.0	30.9	20.4	15.0	.3254
PORTLAND - VANCOUVER CONSOLIDATED AREA	***16,272,751***	***24,841***	***22.9***	***29.7***	***17.8***	***12.7***	***.5812***
SALEM	**2,346,257**	**19,323**	**29.2**	**29.8**	**12.5**	**5.9**	**.0888**
Marion	1,919,444	19,126	29.6	29.6	12.2	6.0	.0752
• Salem	867,301	18,014	30.6	27.4	11.0	6.4	.0390
Polk	426,813	20,169	27.1	31.0	14.0	5.5	.0136
SUBURBAN TOTAL	1,478,956	20,127	28.4	31.2	13.4	5.7	.0498
OTHER COUNTIES							
Baker	126,492	15,977	31.5	25.6	9.3	3.4	.0053
Benton	727,462	22,509	25.2	26.5	16.2	12.5	.0248
Corvallis	420,302	19,352	27.9	24.4	13.7	10.4	.0167
Clatsop	305,624	18,470	28.8	27.4	11.7	7.1	.0123
Columbia	341,957	22,219	24.3	33.0	15.8	6.3	.0113
Coos	537,684	18,577	29.6	31.1	11.2	4.1	.0214
Crook	114,643	17,574	33.4	28.9	9.4	3.6	.0041
Curry	151,704	16,584	32.1	26.5	9.0	5.0	.0060
Deschutes	645,118	19,982	29.2	31.0	12.7	6.2	.0249
Douglas	799,915	19,145	28.7	33.0	10.7	3.8	.0314
Gilliam	24,746	24,000	26.4	29.3	19.9	10.8	.0007
Grant	64,503	16,337	32.5	29.6	7.3	2.6	.0024
Harney	61,896	17,759	33.4	31.3	8.8	2.8	.0023
Hood River	143,465	17,816	30.1	29.2	11.0	4.9	.0060
Jefferson	114,293	20,451	30.2	32.8	12.1	6.4	.0044
Josephine	542,005	16,212	32.1	26.3	9.0	4.0	.0228
Klamath	500,491	18,169	28.8	29.7	10.9	4.5	.0208
Lake	67,053	18,785	29.8	31.6	11.6	3.5	.0025
Lincoln	420,351	20,342	27.7	27.7	13.9	9.1	.0144
Linn	844,553	20,688	27.0	31.7	13.8	6.3	.0321
Malheur	222,789	17,498	31.1	27.3	10.5	5.4	.0099
Morrow	83,438	23,526	26.4	29.9	18.2	9.6	.0027
Sherman	23,107	23,053	26.1	28.4	17.1	11.6	.0008
Tillamook	182,661	16,339	33.2	25.8	9.4	4.1	.0070
Umatilla	545,303	19,673	30.6	30.3	13.4	5.4	.0220
Union	222,976	20,093	26.8	29.6	14.1	6.6	.0086
Wallowa	65,406	17,067	32.3	28.0	7.7	6.0	.0025
Wasco	203,933	20,060	25.5	33.4	10.5	6.2	.0085
Wheeler	11,777	11,579	34.8	17.2	5.3	2.4	.0004
TOTAL METRO COUNTIES	**20,230,433**	**22,645**	**25.1**	**29.4**	**15.9**	**10.6**	**.7444**
TOTAL STATE	**28,325,778**	**21,385**	**26.3**	**29.6**	**14.6**	**9.1**	**1.0567**

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

PENNSYLVANIA

PA. S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALLENTOWN - BETHLEHEM	**656.8**	**.2727**	**34.6**	**10.8**	**16.4**	**18.8**	**30.6**	**249.9**	**3,798,948**	**773,610**	**321,751**	**439,857**	**151,491**	**842,240**	**108,680**
Carbon	54.4	.0226	37.3	9.2	14.6	17.5	35.4	21.2	171,803	58,021	10,971	5,667	7,148	36,520	6,847
Lehigh	279.5	.1161	34.7	10.9	16.8	19.0	30.6	109.0	2,160,222	377,821	195,114	334,666	102,945	469,485	54,435
• Allentown	104.8	.0435	35.3	12.8	16.3	16.0	34.2	43.8	842,427	140,060	94,170	70,885	35,121	238,567	23,425
Northampton	233.5	.0969	34.5	11.5	16.0	18.6	30.6	87.3	965,250	230,636	82,535	75,707	28,364	225,151	32,309
• Bethlehem	70.5	.0293	34.7	15.1	15.1	16.0	33.5	27.7	366,956	91,249	28,196	38,191	16,532	78,649	17,586
• Easton	26.3	.0109	32.2	15.6	15.8	14.4	31.2	10.0	157,878	50,982	14,671	9,067	9,687	6,670	5,136
Warren, N. J.	*89.4*	*.0371*	*33.5*	*9.8*	*16.8*	*19.7*	*27.9*	*32.4*	*501,673*	*107,132*	*33,131*	*23,817*	*13,034*	*111,084*	*15,089*
SUBURBAN TOTAL	455.2	.1890	34.7	9.4	16.7	20.2	29.2	168.4	2,431,687	491,319	184,714	321,714	90,151	518,354	62,533
ALTOONA	**136.0**	**.0565**	**34.3**	**10.3**	**15.4**	**17.5**	**31.4**	**51.0**	**742,310**	**166,458**	**51,294**	**104,961**	**39,333**	**176,945**	**26,593**
Blair	136.0	.0565	34.3	10.3	15.4	17.5	31.4	51.0	742,310	166,458	51,294	104,961	39,333	176,945	26,593
• Altoona	55.0	.0228	35.5	10.9	14.4	16.1	34.5	21.2	374,827	80,138	30,064	37,205	24,862	104,224	13,315
SUBURBAN TOTAL	81.0	.0337	33.7	9.8	16.2	18.5	29.3	29.8	367,483	86,320	21,230	67,756	14,471	72,721	13,278
BEAVER COUNTY	**199.9**	**.0830**	**34.5**	**10.8**	**15.4**	**18.6**	**30.6**	**73.4**	**847,635**	**232,691**	**61,015**	**156,831**	**36,244**	**129,126**	**32,599**
Beaver	199.9	.0830	34.5	10.8	15.4	18.6	30.6	73.4	847,635	232,691	61,015	156,831	36,244	129,126	32,599
SUBURBAN TOTAL	199.9	.0830	34.5	10.8	15.4	18.6	30.6	73.4	847,635	232,691	61,015	156,831	36,244	129.126	32,599
ERIE	**285.3**	**.1184**	**31.3**	**12.7**	**16.4**	**17.2**	**26.8**	**103.3**	**1,431,057**	**318,335**	**135,421**	**169,249**	**70,095**	**304,999**	**49,874**
Erie	285.3	.1184	31.3	12.7	16.4	17.2	26.8	103.3	1,431,057	318,335	135,421	169,249	70,095	304,999	49,874
• Erie	118.5	.0492	31.8	13.3	16.6	14.4	30.3	45.6	604,068	187,200	60,885	34,108	35,603	112,631	28,519
Millcreek Township	45.9	.0191	33.4	10.8	16.7	19.9	27.4	17.0	407,735	31,117	36,745	113,382	25,196	88,697	9,029
SUBURBAN TOTAL	166.8	.0692	31.0	12.2	16.4	19.1	24.4	57.7	826,989	131,135	74,536	135,141	34,492	192,368	21,355
HARRISBURG - LEBANON - CARLISLE	**578.8**	**.2404**	**33.3**	**11.4**	**17.2**	**19.0**	**28.0**	**220.7**	**3,804,955**	**819,214**	**310,936**	**426,289**	**161,686**	**809,029**	**114,002**
Cumberland	189.1	.0785	33.0	13.0	16.8	20.0	26.7	70.5	1,559,369	342,659	126,075	159,208	73,508	277,233	49,855
• Carlisle	19.6	.0081	32.4	19.0	16.1	16.0	29.8	7.8	374,186	115,083	26,900	39,920	9,819	50,956	11,931
Dauphin	237.6	.0987	33.6	10.8	17.7	18.3	29.2	94.8	1,488,244	314,316	139,640	185,106	57,436	325,596	46,933
• Harrisburg	52.2	.0217	32.9	10.6	17.4	15.0	31.3	22.7	389,144	77,209	42,379	33,947	13,271	96,400	11,740
Lebanon	112.6	.0468	33.7	10.4	16.3	19.0	28.9	41.1	636,585	134,313	38,254	78,108	27,249	167,082	13,932
• Lebanon	26.6	.0110	34.9	10.9	15.4	16.4	33.4	11.0	219,901	41,646	15,181	18,364	12,013	47,200	8,733
Perry	39.5	.0164	31.7	9.9	18.2	19.0	25.0	14.3	120,757	27,926	6,967	3,867	3,493	39,118	3,282
SUBURBAN TOTAL	480.4	.1996	33.3	11.1	17.4	19.7	27.3	179.2	2,821,724	585,276	226,476	334,058	126,583	614,473	81,598

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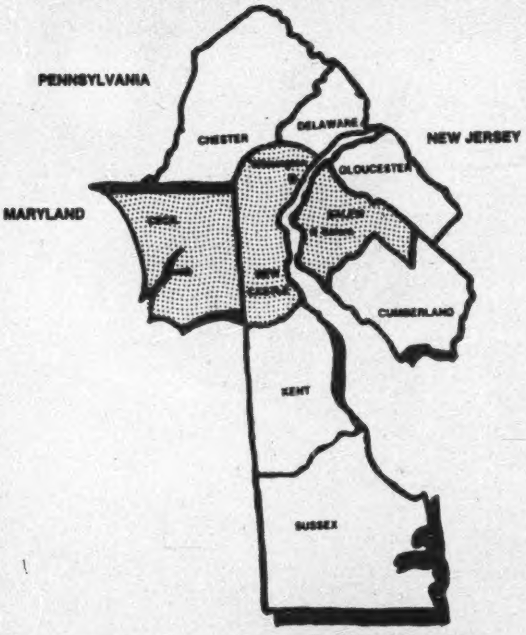
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
JOHNSTOWN	**262.6**	**.1091**	**33.8**	**11.1**	**15.5**	**16.5**	**31.6**	**95.9**	**1,032,751**	**250,994**	**70,008**	**127,485**	**47,276**	**221,086**	**33,710**
Cambria	179.1	.0744	33.8	11.6	15.2	16.1	32.0	65.2	741,705	183,727	47,946	106,764	30,257	132,310	25,652
• Johnstown	33.4	.0139	37.8	10.7	14.3	14.7	38.1	14.0	228,185	68,066	15,197	14,957	9,617	50,990	9,544
Somerset	83.5	.0347	33.8	10.1	15.9	17.4	30.7	30.7	291,046	67,267	22,062	20,721	17,019	88,776	8,058
SUBURBAN TOTAL	229.2	.0952	33.4	11.2	15.5	16.8	30.7	81.9	804,566	182,928	54,811	112,528	37,659	170,096	24,166
LANCASTER	**386.6**	**.1606**	**32.0**	**12.1**	**16.8**	**18.6**	**26.4**	**138.8**	**2,189,656**	**486,418**	**202,749**	**229,733**	**126,891**	**462,782**	**64,897**
Lancaster	386.6	.1606	32.0	12.1	16.8	18.6	26.4	138.8	2,189,656	486,418	202,749	229,733	126,891	462,782	64,897
• Lancaster	56.9	.0236	30.8	15.3	17.1	14.8	28.0	22.5	501,251	52,790	36,872	137,255	34,336	106,605	8,251
SUBURBAN TOTAL	329.7	.1370	32.2	11.5	16.8	19.3	26.0	116.3	1,688,405	433,628	165,877	92,478	92,555	356,177	56,646
PHILADELPHIA	**4,807.8**	**1.9962**	**33.1**	**11.5**	**16.6**	**18.8**	**28.0**	**1,756.2**	**28,393,700**	**5,575,824**	**2,634,142**	**3,454,177**	**1,381,813**	**6,026,256**	**951,167**
Bucks	515.6	.2140	31.6	10.9	17.6	20.9	23.1	178.9	3,437,324	648,376	247,649	391,930	126,847	992,080	75,920
Bensalem Township	57.6	.0239	29.6	11.5	24.0	18.0	19.1	22.1	521,995	123,294	33,949	134,572	11,515	78,100	10,238
Bristol Township	60.1	.0250	29.8	12.6	17.9	17.8	22.8	19.7	199,435	55,565	14,627	2,115	7,914	47,648	7,088
Chester	341.7	.1419	32.2	11.1	17.5	21.2	23.9	120.6	1,667,370	332,007	142,365	113,296	91,167	437,534	51,955
Delaware	550.6	.2286	34.3	11.9	15.8	17.6	31.3	201.2	3,565,641	738,694	279,130	519,731	157,790	773,163	106,623
Chester	43.9	.0182	31.1	13.0	15.4	14.6	29.4	16.1	155,296	20,699	12,909	2,719	5,225	37,303	5,063
Haverford Township	51.8	.0215	35.7	11.3	15.2	17.5	33.3	17.9	173,983	30,567	16,827	8,226	12,617	47,768	5,070
Upper Darby Township	83.6	.0347	35.5	11.1	17.2	15.7	34.9	34.0	503,033	155,993	33,694	70,680	14,439	73,690	29,781
Montgomery	664.4	.2759	35.0	10.6	16.2	19.8	30.2	244.0	5,456,742	946,085	416,453	891,964	251,856	1,205,476	169,749
Abington Township	59.3	.0246	38.3	9.8	14.3	18.6	35.7	21.8	493,694	47,311	26,187	97,338	15,938	203,754	8,790
Lower Merion Township	60.0	.0249	39.5	11.0	12.9	19.7	36.7	23.0	693,381	115,697	54,620	80,806	37,808	195,335	18,972
• Norristown	34.5	.0143	32.5	12.4	18.5	16.9	28.5	13.0	284,032	87,960	14,453	32,037	5,383	67,235	11,835
Philadelphia	1,638.3	.6803	33.7	12.0	16.3	17.0	30.9	629.9	7,852,678	1,703,411	987,474	713,156	469,488	1,068,671	370,403
• Philadelphia	1,638.3	.6803	33.7	12.0	16.3	17.0	30.9	629.9	7,852,678	1,703,411	987,474	713,156	469,488	1,068,671	370,403
Burlington, N. J.	*392.8*	*.1631*	*30.9*	*12.3*	*17.6*	*20.8*	*22.0*	*131.1*	*2,134,377*	*366,253*	*208,942*	*283,707*	*86,769*	*606,449*	*42,737*
Camden, N. J.	*487.3*	*.2023*	*32.3*	*10.7*	*17.0*	*18.9*	*26.5*	*176.3*	*3,019,272*	*572,064*	*273,365*	*329,388*	*163,787*	*643,174*	*100.270*
• Camden	*82.9*	*.0344*	*27.4*	*11.7*	*14.7*	*15.3*	*23.4*	*28.9*	*195,962*	*46,612*	*25,544*	*7,257*	*4,736*	*6,844*	*16,981*
Cherry Hill Township	*69.9*	*.0290*	*36.0*	*8.8*	*13.2*	*25.0*	*26.8*	*23.4*	*857,250*	*88,748*	*66,762*	*134,511*	*55,679*	*259,287*	*18,825*
Gloucester Township	*49.2*	*.0204*	*29.8*	*11.1*	*21.9*	*19.6*	*19.0*	*17.2*	*112,571*	*41,178*	*9,669*	*6,003*	*1,767*	*4,959*	*3,414*
Gloucester, N. J.	*217.1*	*.0901*	*30.9*	*11.7*	*17.5*	*19.4*	*23.5*	*74.2*	*1,260,296*	*268,934*	*78,764*	*211,005*	*34,109*	*299,709*	*33,510*
SUBURBAN TOTAL	3,052.1	1.2672	32.9	11.2	17.0	19.9	26.5	1,084.4	20,061,028	3,737,841	1,606,671	2,701,727	902,206	4,883,506	551,948
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,801.2***	***2.4088***	***33.0***	***11.6***	***16.7***	***18.9***	***27.7***	***2,108.0***	***34,638,964***	***6,842,074***	***3,145,121***	***4,270,246***	***1,683,150***	***7,352,041***	***1,150,053***
PITTSBURGH	**2,180.6**	**.9054**	**35.1**	**11.0**	**16.1**	**17.8**	**32.2**	**846.2**	**11,695,825**	**2,482,273**	**1,163,278**	**1,693,203**	**549,098**	**2,347,251**	**383,362**
Allegheny	1,404.6	.5832	35.3	11.4	16.4	17.7	32.6	556.6	8,266,075	1,711,210	899,241	1,227,496	391,118	1,772,346	276,492
• McKeesport	28.6	.0119	38.3	10.4	14.7	14.4	38.7	12.1	171,276	40,036	16,173	6,778	9,242	56,356	5,560

Delaware: A Top 100 Market



DELAWARE

Delaware is comprised of New Castle, Kent and Sussex Counties.

Wilmington MSA is shaded area.

- Median household EBI ranks 35 at $30,873 in the top 100 markets, placing the Wilmington, Delaware MSA above such places as Chicago, Denver, Dallas, Atlanta.*
- New Castle County, Delaware is the richest portion of the MSA, with an average household EBI of $34,351.*
- 247,000 New Castle County adults (83%) read The Morning News and/or Evening Journal over a typical 5-day period.**
- 235,000 New Castle County adults (79%) read the Sunday News Journal during a typical month.**
- Detailed market information available from our 1985 Belden Associates survey. Call Eileen Leber, National Advertising Manager, 800-235-9100, ext. 2244.

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*S&MM, Survey of Buying Power, 1985
**Belden Associates, 1985
(Weekday 5-issue exposure, Sunday 4-issue exposure)

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Chester (PA) Delaware County Times/Coatesville (PA) Record/Lansdale (PA) North Penn Reporter/Norristown (PA) Times Herald/Phoenixville (PA) Phoenix/Pottstown (PA) Mercury/Quakertown (PA) Free Press/West Chester (PA) Daily Local News/Ardmor (PA) Main Line Times/Upper Darby (PA) News of Delaware County/Woodbury (NJ) Gloucester County Times.

PA. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Penn Hills Township	55.9	.0232	33.8	10.6	16.9	19.3	28.8	20.2	209,759	84,096	17,396	16,834	5,766	28,603	8,656
• Pittsburgh	400.0	.1661	34.6	14.3	16.7	14.9	34.4	166.3	2,542,760	516,211	370,180	304,676	115,940	494,510	103,615
Fayette	163.5	.0679	34.6	9.8	15.1	16.8	32.6	60.8	668,159	166,426	47,350	101,446	24,006	129,759	26,678
Washington	218.9	.0909	35.1	10.8	15.4	18.3	31.8	81.7	903,090	207,748	74,057	102,737	31,661	235,988	26,829
Westmoreland	393.6	.1634	34.7	10.0	16.0	19.0	30.6	147.1	1,858,501	396,889	142,630	261,524	102,313	409,158	53,363
Hempfield Township	44.3	.0184	32.7	9.5	18.5	20.3	25.4	15.6	283,578	34,589	14,397	94,205	8,344	99,765	2,625
SUBURBAN TOTAL	1,752.0	.7274	35.2	10.2	16.0	18.6	31.6	667.8	8,981,789	1,926,026	776,925	1,381,749	423,916	1,996,385	274,187
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,380.5***	***.9884***	***35.0***	***10.9***	***16.1***	***18.0***	***32.1***	***919.6***	***12,543,460***	***2,714,964***	***1,224,293***	***1,850,034***	***585,342***	***2,676,377***	***415,961***
READING	**323.4**	**.1343**	**35.3**	**10.5**	**15.9**	**18.8**	**31.6**	**124.5**	**2,030,255**	**381,145**	**174,013**	**241,465**	**99,781**	**459,063**	**47,423**
Berks	323.4	.1343	35.3	10.5	15.9	18.8	31.6	124.5	2,030,255	381,145	174,013	241,465	99,781	459,063	47,423
• Reading	78.5	.0326	35.6	11.7	14.7	15.3	35.4	33.4	485,840	64,450	51,526	15,246	38,479	126,252	10,482
SUBURBAN TOTAL	244.9	.1017	35.2	10.2	16.3	19.8	30.4	91.1	1,544,415	316,695	122,487	226,219	61,302	332,811	36,941
SCRANTON - WILKES-BARRE	**735.6**	**.3054**	**36.4**	**10.6**	**14.9**	**17.4**	**34.2**	**279.0**	**3,711,056**	**829,596**	**334,122**	**493,531**	**142,256**	**709,293**	**149,649**
Columbia	63.4	.0263	33.2	14.6	15.0	17.5	29.7	23.1	252,914	66,235	24,008	28,501	10,316	48,849	9,103
Lackawanna	223.9	.0929	37.1	10.6	14.4	17.0	35.6	84.7	1,187,720	262,321	101,601	173,646	40,419	226,697	56,278
• Scranton	83.4	.0346	38.4	11.7	13.9	14.9	38.7	33.4	522,369	100,655	42,043	90,601	14,403	121,181	21,859
Luzerne	340.3	.1413	37.7	9.7	14.6	17.5	35.9	130.8	1,714,268	375,595	160,282	231,676	76,990	324,236	65,545
• Hazleton	26.4	.0110	41.6	9.6	12.8	16.4	41.2	10.9	230,381	53,019	16,991	41,781	11,662	50,019	9,532
• Wilkes-Barre	49.8	.0207	38.5	12.3	13.8	15.3	38.4	20.3	421,970	81,003	40,129	108,265	30,492	25,183	13,647
Monroe	79.4	.0330	34.2	11.1	16.6	19.0	29.7	30.4	450,796	98,755	40,478	53,661	11,932	87,910	14,125
Wyoming	28.6	.0119	31.3	9.5	17.6	18.2	25.3	10.0	105,358	26,690	7,753	6,047	2,599	21,601	4,598
SUBURBAN TOTAL	576.0	.2391	35.8	10.3	15.2	18.2	32.9	214.4	2,536,336	594,919	234,959	252,884	85,699	512,910	104,611
SHARON	**128.6**	**.0534**	**34.0**	**11.9**	**15.0**	**17.7**	**30.8**	**47.0**	**574,066**	**126,314**	**52,543**	**82,026**	**25,872**	**144,608**	**15,339**
Mercer	128.6	.0534	34.0	11.9	15.0	17.7	30.8	47.0	574,066	126,314	52,543	82,026	25,872	144,608	15,339
• Sharon	17.0	.0071	35.5	10.9	15.2	15.6	34.9	6.8	99,530	20,227	7,932	7,935	7,237	28,918	2,796
SUBURBAN TOTAL	111.6	.0463	33.8	12.1	14.8	18.1	30.2	40.2	474,536	106,087	44,611	74,091	18,635	115,690	12,543

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S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
STATE COLLEGE	**115.8**	**.0480**	**26.1**	**28.0**	**17.4**	**15.8**	**18.8**	**39.0**	**561,158**	**111,909**	**59,688**	**59,272**	**27,136**	**107,866**	**18,851**
Centre	115.8	.0480	26.1	28.0	17.4	15.8	18.8	39.0	561,158	111,909	59,688	59,272	27,136	107,866	18,851
• State College	34.6	.0144	22.9	61.2	14.2	6.8	10.2	9.9	329,055	55,543	42,212	50,146	13,641	84,545	9,392
SUBURBAN TOTAL	81.2	.0336	30.7	13.9	18.6	19.7	22.4	29.1	232,103	56,366	17,476	9,126	13,495	23,321	9,459
WILLIAMSPORT	**119.3**	**.0495**	**33.3**	**11.3**	**16.1**	**18.0**	**29.2**	**44.0**	**613,975**	**146,481**	**45,795**	**82,846**	**27,752**	**140,444**	**20,010**
Lycoming	119.3	.0495	33.3	11.3	16.1	18.0	29.2	44.0	613,975	146,481	45,795	82,846	27,752	140,444	20,010
• Williamsport	32.7	.0136	32.1	15.2	15.4	15.0	30.5	12.8	225,339	33,359	14,407	28,481	15,970	55,386	7,628
SUBURBAN TOTAL	86.6	.0359	33.7	9.8	16.4	19.1	28.7	31.2	388,636	113,122	31,388	54,365	11,782	85,058	12,382
YORK	**401.1**	**.1666**	**32.9**	**10.9**	**17.3**	**19.6**	**26.7**	**149.5**	**1,865,776**	**410,599**	**162,676**	**219,162**	**87,049**	**416,336**	**48,792**
Adams	69.2	.0288	31.7	12.7	16.4	18.4	26.2	24.4	220,575	57,531	34,179	6,581	8,573	40,929	5,581
York	331.9	.1378	33.1	10.5	17.5	19.8	26.9	125.1	1,645,201	353,068	128,497	212,581	78,476	375,407	43,211
• York	44.7	.0186	32.6	12.6	17.0	14.9	31.1	18.9	217,685	31,516	22,920	9,092	15,405	59,762	8,521
SUBURBAN TOTAL	356.4	.1480	32.9	10.7	17.3	20.1	26.3	130.6	1,648,091	379,083	139,756	210,070	71,644	356,574	40,271
OTHER COUNTIES															
Armstrong	85.9	.0357	34.8	10.3	15.0	17.4	32.3	32.6	296,496	88,138	21,496	18,080	11,379	67,131	12,999
Bedford	48.3	.0200	33.7	9.8	14.9	19.2	28.9	17.5	199,791	38,791	29,728	3,851	6,732	43,278	6,985
Bradford	65.0	.0270	32.2	9.9	15.7	18.8	26.8	23.5	235,438	56,267	13,869	14,489	7,271	66,606	13,323
Butler	156.3	.0649	31.6	12.3	17.0	18.6	25.6	55.1	652,545	134,979	61,494	84,838	33,330	151,031	20,784
Cameron	6.4	.0027	35.6	9.1	15.0	17.9	32.9	2.7	22,969	7,101	1,288	2,167	387	2,435	1,488
Clarion	45.0	.0187	30.2	17.2	14.3	17.3	25.9	15.2	178,827	36,740	18,012	13,958	5,888	36,703	7,144
Clearfield	84.4	.0351	33.2	10.1	15.4	17.6	29.6	30.7	467,045	100,564	25,593	55,475	21,126	122,436	12,758
Clinton	39.4	.0163	32.8	13.8	14.7	17.8	29.0	14.2	196,581	38,758	10,527	12,610	6,469	40,712	5,987
Crawford	90.2	.0375	32.8	11.0	15.6	17.8	28.8	32.7	372,562	86,362	37,561	38,114	12,256	80,857	9,679
Elk	38.7	.0161	33.2	10.1	14.7	18.0	29.3	13.7	129,173	38,609	6,437	10,002	5,643	31,540	7,060
Forest	4.9	.0020	37.3	8.5	14.0	18.1	34.8	1.9	16,223	4,262	1,742	526	138	2,524	
Franklin	118.6	.0493	33.4	10.3	16.2	19.5	27.9	43.9	480,676	107,934	39,592	54,398	14,620	107,517	19,064
Fulton	13.8	.0057	32.6	9.8	15.5	19.7	26.5	5.2	29,936	9,478	2,914	1,400	586	8,939	1,344
Greene	41.8	.0174	32.7	10.4	16.3	16.2	30.1	15.3	148,855	39,292	8,941	16,931	4,475	41,513	4,756
Huntingdon	43.2	.0179	32.7	11.8	16.4	18.5	27.7	15.1	141,672	38,751	11,914	8,393	3,852	23,059	3,872
Indiana	95.7	.0398	29.7	17.8	15.7	15.9	25.8	32.6	398,901	56,105	32,448	75,092	17,296	105,067	11,097
Jefferson	50.5	.0209	34.0	10.4	14.9	17.5	31.0	19.0	191,488	45,130	10,079	12,061	7,081	41,478	5,922
Juniata	20.6	.0086	33.4	10.0	15.8	19.1	28.2	7.5	59,456	14,141	3,696	3,400	1,430	20,908	1,786
Lawrence	105.9	.0439	34.6	11.3	15.2	17.5	32.0	39.0	432,875	118,995	31,644	45,419	15,777	84,267	15,062
McKean	49.7	.0206	34.7	10.0	14.1	17.3	32.3	18.6	205,376	52,826	16,579	22,900	6,896	48,989	9,295
Mifflin	47.5	.0197	34.2	9.3	15.2	19.0	29.8	17.7	176,024	40,796	14,234	17,582	5,885	27,986	12,589
Montour	17.0	.0071	35.7	10.2	15.2	18.5	32.5	5.9	80,062	13,564	6,511	2,052	2,618	38,121	3,546
Northumberland	100.7	.0418	37.0	9.0	14.6	17.8	34.8	39.8	389,925	97,312	20,001	29,169	18,196	94,123	20,132
Pike	21.7	.0090	40.4	7.2	13.8	18.3	38.8	8.7	56,266	11,979	7,861	999	1,319	8,894	1,333
Potter	18.7	.0078	32.9	9.3	14.8	17.8	29.1	6.8	53,304	15,079	2,876	537	2,312	14,954	2,387
Schuylkill	160.2	.0665	38.5	8.8	14.1	17.1	37.1	62.9	685,777	191,402	46,407	105,992	35,286	105,792	30,951
Snyder	35.9	.0149	31.5	13.3	16.9	18.9	25.2	12.3	274,689	45,192	23,425	61,648	11,664	66,952	4,150
Sullivan	6.4	.0026	35.1	10.7	13.4	16.0	34.2	2.2	23,299	4,411	1,424	4,028	234	4,376	1,076
Susquehanna	40.5	.0168	33.6	9.2	15.2	19.1	28.7	14.5	113,291	26,696	7,804	1,506	3,272	30,804	3,950
Tioga	41.9	.0174	31.7	13.0	14.5	18.6	26.6	14.6	129,249	29,069	10,797	10,239	3,389	29,932	5,037
Union	34.0	.0141	31.0	16.4	17.0	18.8	24.4	10.9	125,645	33,086	18,928	7,308	3,791	21,194	6,237
Venango	65.2	.0271	33.5	9.9	16.6	18.3	29.1	24.0	260,093	57,360	21,933	40,607	11,243	52,060	8,635
Warren	47.3	.0197	34.5	9.4	15.3	18.9	30.3	17.4	465,861	50,702	17,265	26,814	7,183	65,753	8,706
Wayne	39.1	.0162	35.2	8.7	14.8	17.7	32.5	14.5	226,637	48,280	12,951	12,957	12,447	39,248	7,649
TOTAL METRO COUNTIES	**10,131.6**	**4.2069**	**33.9**	**11.4**	**16.2**	**18.3**	**30.0**	**3,804.4**	**56,377,505**	**11,797,478**	**5,185,229**	**7,132,170**	**2,676,074**	**11,836,908**	**1,873,342**
TOTAL STATE	**12,012.0**	**4.9877**	**33.9**	**11.4**	**16.1**	**18.2**	**30.0**	**4,492.6**	**64,294,512**	**12,575,629**	**5,783,200**	**7,947,712**	**2,977,545**	**13,564,089**	**2,160,125**

PA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ALLENTOWN - BETHLEHEM	**7,973,465**	**25,338**	**22.2**	**30.4**	**18.4**	**12.5**	**.2785**
Carbon	535,526	20,082	28.3	31.8	12.6	5.8	.0177
Lehigh	3,735,104	27,607	20.5	29.1	20.3	15.3	.1364
• Allentown	1,293,721	22,498	23.7	28.0	16.8	10.7	.0499
Northampton	2,557,504	23,510	23.6	31.8	16.8	9.2	.0858
• Bethlehem	795,295	21,852	23.9	28.0	15.8	9.8	.0279
• Easton	231,380	16,434	27.8	27.2	9.1	5.1	.0097
Warren, N. J.	*1,145,331*	*28,040*	*20.2*	*30.2*	*20.1*	*16.3*	*.0386*
SUBURBAN TOTAL	5,653,069	27,054	21.2	31.7	19.8	13.8	.1910
ALTOONA	**1,270,448**	**19,423**	**28.9**	**30.9**	**12.3**	**5.2**	**.0499**
Blair	1,270,448	19,423	28.9	30.9	12.3	5.2	.0499
• Altoona	501,740	18,092	29.0	28.4	11.9	4.7	.0216
SUBURBAN TOTAL	768,708	20,338	28.7	32.7	12.6	5.6	.0283
BEAVER COUNTY	**2,335,053**	**27,057**	**19.6**	**30.8**	**20.6**	**12.0**	**.0765**
Beaver	2,335,053	27,057	19.6	30.8	20.6	12.0	.0765
SUBURBAN TOTAL	2,335,053	27,057	19.6	30.8	20.6	12.0	.0765
ERIE	**3,109,661**	**23,691**	**23.6**	**31.6**	**16.7**	**10.1**	**.1100**
Erie	3,109,661	23,691	23.6	31.6	16.7	10.1	.1100

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
• Erie	1,227,780	20,730	25.3	29.8	14.2	7.7	.0448
Millcreek Township	605,285	28,300	21.5	33.4	20.2	15.2	.0234
SUBURBAN TOTAL	1,881,881	25,994	22.2	33.2	18.7	12.0	.0652
HARRISBURG - LEBANON - CARLISLE	**6,991,737**	**24,935**	**23.1**	**31.8**	**17.9**	**11.9**	**.2548**
Cumberland	2,435,296	27,351	21.1	32.4	19.8	14.6	.0928
• Carlisle	240,139	21,462	26.3	28.6	13.8	11.4	.0140
Dauphin	3,041,551	25,119	22.4	29.9	18.3	13.1	.1060
• Harrisburg	560,486	17,741	27.6	25.1	11.1	8.1	.0227
Lebanon	1,144,956	22,309	26.4	34.2	15.1	6.9	.0435
• Lebanon	259,820	17,586	30.0	28.0	10.5	5.3	.0116
Perry	369,934	21,187	28.9	35.1	13.4	4.7	.0125
SUBURBAN TOTAL	5,931,292	26,452	22.0	33.1	19.4	12.8	.2065
JOHNSTOWN	**2,295,880**	**18,426**	**28.8**	**30.7**	**10.5**	**4.9**	**.0852**
Cambria	1,593,126	18,853	27.9	30.9	11.3	5.1	.0594
• Johnstown	271,586	14,391	29.9	25.5	7.2	2.4	.0125
Somerset	702,754	17,618	30.9	30.2	8.9	4.5	.0258
SUBURBAN TOTAL	2,024,294	19,167	28.6	31.6	11.1	5.3	.0727

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S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LANCASTER	**4,324,798**	**24,488**	**24.4**	**32.6**	**17.4**	**10.7**	**.1565**
Lancaster	4,324,798	24,488	24.4	32.6	17.4	10.7	.1565
● Lancaster	530,483	17,854	31.6	28.5	11.2	4.3	.0250
SUBURBAN TOTAL	3,794,315	25,891	23.0	33.5	18.6	11.9	.1315
PHILADELPHIA	**59,290,349**	**25,827**	**21.0**	**27.4**	**18.0**	**15.8**	**2.0684**
Bucks	6,475,434	29,761	18.4	30.8	22.4	17.0	.2324
Bensalem Township	690,912	26,151	22.3	32.3	19.7	11.5	.0283
Bristol Township	648,091	27,996	19.6	34.7	22.9	11.1	.0209
Chester	4,860,853	31,390	18.2	27.2	21.0	22.8	.1511
Delaware	7,058,913	27,445	20.9	28.3	19.4	16.8	.2483
Chester	364,729	16,137	26.7	23.0	12.3	5.3	.0135
Haverford Township	724,252	32,667	17.0	27.6	22.4	23.3	.0210
Upper Darby Township	1,044,684	24,001	24.4	30.1	17.0	12.1	.0364
Montgomery	9,905,979	30,584	18.4	29.0	20.4	21.5	.3493
Abington Township	943,330	31,622	17.8	29.3	19.5	24.2	.0324
Lower Merion Township	1,304,652	39,619	14.9	20.5	15.6	39.5	.0432
● Norristown	354,003	20,556	28.6	29.5	14.2	7.8	.0153
Philadelphia	17,056,306	19,450	24.2	25.3	13.6	10.0	.6096
● Philadelphia	17,056,306	19,450	24.2	25.3	13.6	10.0	.6096
Burlington, N. J.	*5,228,687*	*31,254*	*18.2*	*28.7*	*21.9*	*21.1*	*.1718*
Camden, N. J.	*6,109,008*	*26,451*	*20.9*	*26.6*	*18.0*	*17.4*	*.2145*
● Camden	*582,942*	*13,855*	*28.9*	*21.1*	*8.4*	*4.1*	*.0215*
Cherry Hill Township	*1,189,913*	*42,450*	*12.1*	*19.2*	*23.6*	*37.8*	*.0455*
Gloucester Township	*626,992*	*30,056*	*18.5*	*30.8*	*22.2*	*17.6*	*.0177*

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PA. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Gloucester, N. J.	*2,595,169*	*29,010*	*19.5*	*29.4*	*22.2*	*15.5*	*.0914*
SUBURBAN TOTAL	41,297,098	29,872	18.9	28.8	20.9	19.5	1.4220
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***72,344,316***	***26,197***	***20.9***	***27.3***	***18.2***	***16.3***	***2.5166***
PITTSBURGH	**25,343,955**	**23,136**	**23.1**	**29.3**	**16.3**	**11.0**	**.8850**
Allegheny	17,300,040	23,773	22.5	28.7	16.7	12.3	.6032
• McKeesport	296,160	17,577	25.3	24.6	13.1	7.1	.0114
Penn Hills Township	666,600	27,599	19.6	35.4	21.2	12.4	.0211
• Pittsburgh	4,287,380	17,836	25.8	25.2	11.8	8.1	.1644
Fayette	1,383,580	17,543	26.3	28.9	10.8	4.5	.0526
Washington	2,366,177	23,074	23.8	29.8	16.8	9.8	.0799
Westmoreland	4,294,158	23,444	23.7	32.1	16.6	9.2	.1493
Hempfield Township	502,991	26,749	20.8	35.6	20.4	10.6	.0188
SUBURBAN TOTAL	20,760,415	24,561	22.4	30.6	17.4	11.7	.7092
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***27,679,008***	***23,435***	***22.9***	***29.4***	***16.6***	***11.0***	***.9615***
READING	**3,742,480**	**23,787**	**23.5**	**31.2**	**17.3**	**9.9**	**.1374**
Berks	3,742,480	23,787	23.5	31.2	17.3	9.9	.1374
• Reading	771,106	16,948	27.4	26.4	11.2	5.1	.0307
SUBURBAN TOTAL	2,971,374	26,403	22.1	32.9	19.5	11.7	.1067
SCRANTON - WILKES-BARRE	**7,326,080**	**19,949**	**29.0**	**30.2**	**13.0**	**6.7**	**.2718**
Columbia	621,816	20,706	29.1	31.8	13.2	7.0	.0218
Lackawanna	2,225,529	19,712	28.7	29.1	13.3	6.8	.0838
• Scranton	795,722	17,533	29.3	26.9	11.5	5.2	.0324
Luzerne	3,378,678	19,616	29.3	30.1	12.5	6.5	.1255
• Hazleton	275,312	18,437	30.9	27.6	11.9	6.4	.0121
• Wilkes-Barre	467,326	16,680	29.5	26.2	10.4	4.9	.0216
Monroe	844,291	21,386	28.3	31.6	14.6	7.4	.0314
Wyoming	255,766	20,041	29.7	32.6	12.3	5.3	.0093
SUBURBAN TOTAL	5,787,720	20,703	28.8	31.2	13.6	7.1	.2057
SHARON	**1,298,181**	**22,120**	**24.9**	**32.5**	**15.0**	**7.4**	**.0462**
Mercer	1,298,181	22,120	24.9	32.5	15.0	7.4	.0462
• Sharon	171,170	19,210	25.4	28.1	13.9	6.3	.0066
SUBURBAN TOTAL	1,127,011	22,528	24.8	33.3	15.2	7.6	.0396
STATE COLLEGE	**1,090,378**	**19,944**	**27.4**	**28.3**	**12.8**	**8.7**	**.0411**
Centre	1,090,378	19,944	27.4	28.3	12.8	8.7	.0411
• State College	263,875	13,390	29.3	16.0	8.4	9.4	.0147
SUBURBAN TOTAL	826,503	22,065	26.6	32.5	14.3	8.5	.0264
WILLIAMSPORT	**1,173,715**	**20,525**	**28.2**	**31.3**	**13.3**	**6.8**	**.0440**
Lycoming	1,173,715	20,525	28.2	31.3	13.3	6.8	.0440
• Williamsport	310,490	17,181	30.0	26.7	10.1	5.8	.0131
SUBURBAN TOTAL	863,225	21,927	27.4	33.2	14.6	7.2	.0309

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
YORK	**4,497,236**	**24,355**	**23.4**	**33.4**	**17.5**	**9.3**	**.1537**
Adams	690,326	22,458	26.1	34.4	14.8	7.6	.0229
York	3,806,910	24,795	22.8	33.2	18.0	9.7	.1308
• York	430,750	16,606	28.0	26.5	10.9	4.2	.0161
SUBURBAN TOTAL	4,066,486	25,451	22.7	34.4	18.4	10.1	.1376
OTHER COUNTIES							
Armstrong	817,276	19,891	26.6	31.2	13.2	5.4	.0281
Bedford	415,258	18,042	30.7	29.2	10.2	5.1	.0157
Bradford	599,840	20,024	27.8	31.3	12.4	6.4	.0212
Butler	1,578,372	23,217	24.0	33.7	16.2	8.0	.0551
Cameron	59,522	17,375	32.7	27.7	11.0	3.1	.0021
Clarion	398,691	19,805	27.0	29.1	14.3	6.2	.0146
Clearfield	776,236	19,472	28.7	30.4	12.7	5.5	.0311
Clinton	310,261	17,146	32.8	30.4	7.6	3.1	.0129
Crawford	872,582	20,302	28.3	30.4	13.6	6.7	.0311
Elk	415,179	23,889	24.0	32.9	17.0	9.6	.0135
Forest	41,041	16,639	33.7	28.2	8.8	2.8	.0015
Franklin	1,291,974	23,455	25.6	32.8	17.2	8.7	.0433
Fulton	116,211	17,652	30.8	30.2	9.4	3.3	.0038
Greene	393,659	19,983	25.8	29.4	14.0	6.5	.0138
Huntingdon	346,383	17,524	30.9	29.8	9.5	3.8	.0127
Indiana	871,861	20,338	27.0	30.6	13.7	6.5	.0321
Jefferson	513,343	20,663	26.9	30.7	13.4	7.5	.0175
Juniata	174,352	17,695	33.1	29.2	10.3	3.6	.0061
Lawrence	1,100,519	22,266	23.7	30.8	16.1	8.3	.0377
McKean	494,726	20,529	27.2	30.6	13.5	7.3	.0174
Mifflin	411,705	18,015	28.4	29.5	11.1	4.3	.0151
Montour	180,465	22,793	27.0	31.6	16.0	9.9	.0064
Northumberland	844,643	16,302	32.5	27.9	8.6	2.9	.0317
Pike	220,687	18,896	30.8	28.2	11.6	7.2	.0069
Potter	166,847	19,246	27.9	30.8	12.0	5.3	.0056
Schuylkill	1,461,943	17,698	32.0	29.4	9.8	4.3	.0542
Snyder	330.691	20,724	29.4	34.2	12.3	5.7	.0148
Sullivan	48,375	16,365	35.9	25.9	8.7	3.5	.0019
Susquehanna	363,587	19,407	29.6	30.6	12.4	5.4	.0122
Tioga	340,957	17,836	30.1	29.5	10.2	4.2	.0124
Union	322,081	21,926	27.7	32.7	14.4	8.1	.0112
Venango	643,589	21,410	25.5	33.2	13.4	6.8	.0226
Warren	431,652	19,505	29.9	32.2	11.6	4.8	.0216
Wayne	327,624	16,555	33.9	26.7	9.0	4.2	.0139
TOTAL METRO COUNTIES	**116,985,221**	**23,629**	**23.3**	**29.3**	**16.6**	**11.8**	**4.1427**
TOTAL STATE	**134,667,353**	**22,948**	**24.0**	**29.6**	**16.0**	**10.9**	**4.7845**

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RHODE ISLAND

R.I.
S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE - PAWTUCKET - WOONSOCKET	**885.2**	**.3676**	**33.7**	**12.3**	**16.2**	**17.4**	**30.6**	**323.2**	**5,079,236**	**1,101,248**	**501,621**	**610,182**	**199,664**	**874,145**	**212,531**
Bristol	46.5	.0193	34.7	12.1	14.6	18.9	30.6	15.5	177,695	43,865	20,458	6,078	3,048	41,144	7,284
Kent	161.4	.0670	33.5	10.4	17.1	19.0	28.4	57.7	1,160,481	196,166	94,717	285,276	40,603	209,772	40,135
Warwick	89.2	.0370	34.8	10.1	16.3	18.6	31.1	32.2	835,258	113,001	62,163	277,842	31,885	120,337	21,321
Providence	575.5	.2390	34.4	12.4	15.8	16.7	32.4	214.9	3,054,687	707,243	312,849	280,597	131,123	505,908	147,144
Cranston	72.5	.0301	38.0	10.4	15.5	17.4	36.4	26.8	397,733	87,606	41,991	18,391	19,317	63,056	29,466
East Providence	51.6	.0214	36.0	10.8	15.4	17.2	34.1	19.2	337,730	73,736	28,298	19,921	17,323	88,828	16,970
• Pawtucket	72.7	.0302	35.7	11.5	15.4	16.0	34.8	29.2	404,376	90,081	25,298	54,207	13,483	61,422	18,590
• Providence	154.4	.0641	32.3	16.5	16.4	14.4	31.2	60.3	797,395	166,861	97,737	73,237	48,276	131,443	27,809
• Woonsocket	44.9	.0186	33.7	10.8	15.7	15.4	32.5	17.2	280,836	63,761	20,615	34,712	12,202	53,027	12,672
Washington	101.8	.0423	30.5	14.7	18.7	17.8	23.8	35.1	686,373	153,974	73,597	38,231	24,890	117,321	17,968
SUBURBAN TOTAL	613.2	.2547	33.9	11.5	16.3	18.5	29.8	216.5	3,596,629	780,345	357,971	448,026	125,703	628,253	153,460
OTHER COUNTIES															
Newport	84.3	.0350	31.7	12.8	18.9	18.4	25.2	29.8	562,456	89,315	94,052	36,349	15,863	145,323	18,183
TOTAL METRO COUNTIES	**885.2**	**.3676**	**33.7**	**12.3**	**16.2**	**17.4**	**30.6**	**323.2**	**5,079,236**	**1,101,248**	**501,621**	**610,182**	**199,664**	**874,145**	**212,531**
TOTAL STATE	**969.5**	**.4026**	**33.5**	**12.4**	**16.4**	**17.5**	**30.1**	**353.0**	**5,641,692**	**1,190,563**	**595,673**	**646,531**	**215,527**	**1,019,468**	**230,714**

R.I.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PROVIDENCE - PAWTUCKET - WOONSOCKET	**10,563,394**	**24,614**	**22.0**	**28.2**	**17.0**	**14.2**	**.3714**
Bristol	559,579	26,601	21.6	29.8	16.3	17.6	.0177
Kent	2,059,074	28,529	18.8	30.2	20.4	16.7	.0751
Warwick	1,164,738	29,123	18.2	30.4	20.5	17.4	.0462
Providence	6,685,938	22,845	23.1	27.1	16.0	12.8	.2329
Cranston	943,655	26,844	20.9	28.7	18.5	16.3	.0314
East Providence	626,304	25,908	22.2	29.3	19.2	13.5	.0227
• Pawtucket	818,242	21,361	24.6	28.4	14.9	9.7	.0293
• Providence	1,648,301	17,596	26.6	23.7	11.3	9.6	.0594
• Woonsocket	462,474	20,014	24.3	26.9	14.2	9.0	.0180
Washington	1,258,803	27,632	21.0	30.5	18.5	17.0	.0457
SUBURBAN TOTAL	7,634,377	27,558	20.2	29.5	19.2	16.5	.2647
OTHER COUNTIES							
Newport	1,124,596	27,929	20.1	27.4	19.2	18.8	.0392
TOTAL METRO COUNTIES	**10,563,394**	**24,614**	**22.0**	**28.2**	**17.0**	**14.2**	**.3714**
TOTAL STATE	**11,687,990**	**24,872**	**21.9**	**28.2**	**17.2**	**14.6**	**.4106**

SOUTH CAROLINA

S.C.
S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**145.3**	**.0603**	**32.6**	**10.6**	**16.6**	**20.2**	**25.9**	**54.1**	**684,842**	**159,466**	**51,068**	**77,097**	**37,160**	**156,025**	**26,385**
Anderson	145.3	.0603	32.6	10.6	16.6	20.2	25.9	54.1	684,842	159,466	51,068	77,097	37,160	156,025	26,385
• Anderson	28.3	.0118	34.4	12.4	14.7	16.1	33.0	11.3	424,938	81,531	35,369	53,429	19,469	95,706	16,598
SUBURBAN TOTAL	117.0	.0485	32.3	10.1	17.2	21.2	24.1	42.8	259,904	77,935	15,699	23,668	17,691	60,319	9,787
CHARLESTON	**490.2**	**.2036**	**27.9**	**16.0**	**19.5**	**18.1**	**18.1**	**165.6**	**2,517,907**	**549,279**	**252,453**	**273,383**	**134,572**	**679,748**	**61,467**
Berkeley	122.1	.0507	26.9	13.0	19.9	19.4	14.6	40.4	249,486	73,975	19,585	20,832	9,367	60,987	9,954
Charleston	291.3	.1210	28.1	18.6	19.3	16.7	20.0	99.4	1,997,128	391,023	213,986	235,072	115,430	547,327	39,184
• Charleston	67.0	.0278	30.6	18.1	17.4	15.0	27.3	25.5	917,921	159,637	109,169	95,687	49,310	296,612	14,779
North Charleston	67.5	.0280	24.2	30.2	21.3	13.2	11.9	20.3	554,992	104,370	66,057	85,155	40,969	150,653	6,068
Dorchester	76.8	.0319	28.8	10.9	19.3	21.3	16.8	25.8	271,293	84,281	18,882	17,479	9,775	71,434	12,329
SUBURBAN TOTAL	423.2	.1758	27.6	15.7	19.8	18.6	16.7	140.1	1,599,986	389,642	143,284	177,696	85,262	383,136	46,688
CHARLOTTE - GASTONIA - ROCK HILL	**1,049.0**	**.4357**	**31.8**	**11.5**	**18.1**	**20.1**	**24.0**	**387.6**	**6,611,375**	**1,500,788**	**536,856**	**663,578**	**334,183**	**1,749,710**	**199,331**
York	119.2	.0495	30.5	12.2	17.6	19.8	22.4	41.5	629,016	178,777	57,381	48,359	26,110	152,521	24,228
• Rock Hill	39.2	.0163	29.3	16.5	16.9	15.9	24.5	13.8	381,789	95,848	38,065	43,173	18,843	63,646	15,547
Cabarrus, N. C.	*93.3*	*.0388*	*33.9*	*10.2*	*16.2*	*20.3*	*27.9*	*34.2*	*544,825*	*125,405*	*35,375*	*60,139*	*27,257*	*154,100*	*17,572*
• Kannapolis	*32.8*	*.0136*	*35.2*	*10.5*	*14.8*	*17.9*	*32.4*	*12.7*	*212,750*	*47,961*	*13,445*	*41,124*	*12,401*	*42,494*	*6,874*
Gaston, N. C.	*169.5*	*.0704*	*32.1*	*10.6*	*17.1*	*19.9*	*25.2*	*60.9*	*873,530*	*226,124*	*66,175*	*130,659*	*30,457*	*200,226*	*36,414*
• Gastonia	*51.4*	*.0213*	*33.4*	*10.1*	*16.6*	*18.4*	*28.9*	*19.3*	*581,070*	*123,870*	*41,229*	*113,304*	*21,632*	*145,046*	*21,968*
Lincoln, N. C.	*47.0*	*.0195*	*32.3*	*10.0*	*17.4*	*21.1*	*24.3*	*17.1*	*165,346*	*44,983*	*12,219*	*14,166*	*6,316*	*39,060*	*8,276*
Mecklenburg, N. C.	*438.1*	*.1819*	*31.2*	*12.2*	*19.8*	*20.4*	*22.0*	*168.5*	*3,469,542*	*616,288*	*313,907*	*336,320*	*213,495*	*988,570*	*85,139*
• Charlotte	*340.4*	*.1413*	*31.0*	*12.1*	*20.5*	*19.5*	*22.3*	*134.0*	*3,073,437*	*476,681*	*278,285*	*305,955*	*195,387*	*949,575*	*75,256*
Rowan, N. C.	*103.0*	*.0428*	*34.7*	*10.9*	*15.8*	*18.9*	*30.6*	*38.9*	*596,579*	*221,416*	*33,742*	*35,436*	*20,869*	*127,252*	*18,526*
Union, N. C.	*78.9*	*.0328*	*30.6*	*11.3*	*17.2*	*20.6*	*21.8*	*26.5*	*332,537*	*87,795*	*18,057*	*38,499*	*9,679*	*87,981*	*9,176*
SUBURBAN TOTAL	585.2	.2432	32.1	10.9	17.1	21.1	24.1	207.8	2,362,329	756,428	165,832	160,022	85,920	348,949	79,686
COLUMBIA	**443.2**	**.1841**	**29.2**	**15.6**	**20.2**	**18.7**	**19.5**	**157.6**	**2,406,219**	**441,243**	**234,950**	**311,621**	**110,418**	**585,703**	**65,275**
Lexington	161.5	.0671	30.4	11.1	19.4	21.9	19.1	59.1	673,910	189,465	67,263	38,698	21,320	140,682	25,416

S.C. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Richland	281.7	.1170	28.5	18.2	20.7	16.8	19.8	98.5	1,732,309	251,778	167,687	272,923	89,098	445,021	39,859
• Columbia	98.7	.0410	27.5	26.1	19.4	12.7	22.7	32.7	809,479	144,037	80,862	80,309	50,146	212,246	24,369
SUBURBAN TOTAL	344.5	.1431	29.6	12.6	20.5	20.4	18.6	124.9	1,596,740	297,206	154,088	231,312	60,272	373,457	40,906
FLORENCE	**118.3**	**.0491**	**30.0**	**11.1**	**18.0**	**19.1**	**21.9**	**41.2**	**704,313**	**140,070**	**47,810**	**89,448**	**30,879**	**174,292**	**22,899**
Florence	118.3	.0491	30.0	11.1	18.0	19.1	21.9	41.2	704,313	140,070	47,810	89,448	30,879	174,292	22,899
• Florence	32.4	.0135	30.9	10.8	18.4	17.3	25.2	12.1	472,510	87,016	38,869	67,695	21,459	126,460	15,999
SUBURBAN TOTAL	85.9	.0356	29.6	11.2	17.8	19.8	20.6	29.1	231,803	53,054	8,941	21,753	9,420	47,832	6,900
GREENVILLE - SPARTANBURG	**609.1**	**.2528**	**31.6**	**12.7**	**17.6**	**19.9**	**24.0**	**226.1**	**3,454,645**	**752,484**	**290,731**	**413,492**	**181,008**	**773,875**	**108,339**
Greenville	308.3	.1280	31.6	12.2	18.0	20.0	23.9	116.6	2,022,702	392,821	166,533	282,497	119,825	459,513	52,542
• Greenville	58.3	.0242	32.1	15.4	17.3	15.4	29.6	23.9	991,800	123,470	77,413	197,598	-74,483	280,336	21,053
Pickens	86.9	.0360	29.2	18.7	16.5	18.7	21.7	30.2	336,096	78,648	36,873	27,366	11,012	75,615	16,100
Spartanburg	213.9	.0888	32.4	10.9	17.4	20.1	25.4	79.3	1,095,847	281,015	87,325	103,629	50,171	238,747	39,697
• Spartanburg	45.0	.0187	32.4	13.1	17.1	16.4	29.2	17.6	567,443	100,310	47,545	60,512	28,168	153,276	24,012
SUBURBAN TOTAL	505.8	.2099	31.4	12.3	17.6	20.7	23.0	184.6	1,895,402	528,704	165,773	155,382	78,357	340,263	63,274
OTHER COUNTIES															
Abbeville	23.6	.0098	32.1	11.7	15.6	17.7	27.8	8.6	51,050	22,812	3,704	4,690	963	6,583	3,744
☐ Aiken	115.0	.0477	31.5	10.7	16.7	19.5	24.7	43.1	510,007	130,594	34,411	59,509	11,668	114,210	24,489
Allendale	11.2	.0047	30.1	10.0	16.8	15.7	26.0	3.8	30,077	12,234	1,131	171	1,121	7,453	714
Bamberg	18.3	.0076	29.2	13.9	15.2	15.9	25.2	6.1	49,023	17,591	3,548	3,207	2,792	7,407	3,307
Barnwell	21.0	.0087	29.9	10.3	16.7	17.0	24.5	7.3	58,964	25,231	3,505	2,206	2,696	9,459	3,446
Beaufort	81.2	.0337	25.2	24.0	17.7	13.2	19.5	26.6	537,408	119,481	66,633	25,746	46,577	119,414	10,209
Calhoun	13.0	.0054	30.7	11.0	16.2	17.1	25.9	4.4	20,117	6,971	428	211	774	5,360	703
Cherokee	42.4	.0176	31.7	10.1	16.7	19.4	25.1	14.9	175,823	53,166	14,970	21,120	6,599	25,579	7,762
Chester	31.3	.0130	32.1	10.2	15.6	18.1	27.4	10.8	111,263	35,597	8,251	8,443	3,360	23,283	7,251
Chesterfield	39.6	.0164	31.0	10.2	16.8	18.5	24.8	14.4	133,667	37,329	6,620	10,953	5,503	23,176	7,507
Clarendon	28.6	.0119	29.6	11.5	16.1	16.2	25.1	9.6	86,774	15,762	5,512	4,350	3,478	22,869	3,759
Colleton	34.5	.0143	31.0	10.2	16.2	17.9	25.6	12.0	146,751	36,317	12,033	8,686	11,040	17,178	7,272
Darlington	65.8	.0274	30.0	10.6	17.4	18.3	23.0	22.7	237,012	50,344	15,205	18,670	8,035	65,638	12,626
Dillon	32.0	.0132	28.2	11.1	15.8	16.3	23.0	10.3	148,424	31,742	13,587	10,543	7,503	25,549	6,169
Edgefield	17.9	.0075	30.4	10.7	17.0	17.7	24.5	6.0	53,234	12,135	1,383	642	1,786	26,599	1,335
Fairfield	20.8	.0086	30.5	10.9	15.9	16.3	26.6	6.7	51,002	14,751	2,943	4,618	1,381	9,066	3,271
Georgetown	47.8	.0199	29.2	10.8	17.0	17.1	23.1	16.3	277,007	72,839	33,261	16,393	15,825	72,032	7,236
Greenwood	61.0	.0253	32.5	11.0	16.6	19.2	26.7	22.6	353,550	75,500	25,300	40,563	17,185	63,232	13,521
Hampton	19.1	.0079	30.3	9.9	16.3	16.7	25.7	6.8	79,505	21,974	2,616	4,010	3,204	17,957	2,825
Horry	126.9	.0527	30.6	12.2	17.7	18.9	23.3	47.6	1,116,400	231,242	170,237	106,406	83,623	227,057	29,363
Jasper	15.9	.0066	29.0	10.7	15.5	17.2	23.5	5.4	76,076	13,478	6,177	1,098	4,351	8,554	1,460
Kershaw	42.3	.0176	31.3	10.3	16.9	19.2	24.5	15.5	213,606	49,601	14,460	20,664	7,672	61,499	7,816
Lancaster	57.1	.0237	31.3	10.6	17.1	19.7	23.9	20.1	218,317	57,464	14,346	20,316	21,252	31,943	8,156
Laurens	53.8	.0223	32.5	11.2	16.3	19.2	26.8	18.4	187,189	55,544	8,190	21,039	5,667	44,607	9,521
Lee	18.9	.0079	28.4	12.0	15.7	16.2	23.4	5.9	52,308	11,104	3,086	2,482	3,166	14,514	198
McCormick	7.8	.0032	30.3	11.2	15.6	16.5	26.1	2.5	11,524	4,348	576	687	711	1,263	989
Marion	35.4	.0147	29.5	10.5	16.9	16.6	24.2	11.9	125,077	36,294	6,639	8,228	6,347	24,557	8,774
Marlboro	32.7	.0136	29.5	10.7	15.6	17.0	24.4	10.6	86,890	29,037	5,659	5,000	2,897	20,732	3,802
Newberry	32.1	.0133	34.3	11.1	14.9	17.9	31.0	12.2	137,325	36,832	9,026	13,635	8,187	28,482	5,503
Oconee	52.2	.0217	32.6	10.4	16.7	20.8	25.3	20.2	197,267	48,859	12,363	13,743	8,726	52,551	9,553
Orangeburg	88.6	.0368	29.3	13.5	15.9	16.8	24.2	29.9	351,158	65,468	26,237	29,448	18,153	86,780	13,726
Saluda	17.2	.0072	32.8	10.1	15.1	18.3	28.3	6.0	46,821	15,608	1,427	1,624	2,597	9,831	2,300
Sumter	94.7	.0393	27.9	13.9	17.5	18.2	19.4	31.4	437,215	78,973	27,366	37,683	18,743	116,461	9,711
Union	31.3	.0130	33.0	10.5	16.2	19.0	27.7	11.2	125,961	38,832	7,623	9,616	5,120	17,154	8,635
Williamsburg	40.0	.0166	28.4	10.8	16.2	15.6	23.7	12.8	113,037	33,153	4,268	5,725	7,509	27,080	4,360
TOTAL METRO COUNTIES	**2,040.3**	**.8471**	**30.0**	**13.7**	**18.5**	**19.1**	**21.6**	**729.2**	**10,906,949**	**2,351,913**	**968,804**	**1,272,909**	**531,815**	**2,636,374**	**333,082**
TOTAL STATE	**3,396.3**	**1.4102**	**30.1**	**13.1**	**17.7**	**18.6**	**22.6**	**1,200.7**	**17,003,771**	**3,819,526**	**1,507,114**	**1,755,525**	**876,358**	**3,957,273**	**559,606**

S.C.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANDERSON	**1,371,360**	**20,596**	**26.4**	**32.0**	**13.2**	**6.3**	**.0513**
Anderson	1,371,360	20,596	26.4	32.0	13.2	6.3	.0513
• Anderson	264,183	16,699	29.0	25.3	9.3	6.8	.0162
SUBURBAN TOTAL	1,107,177	21,588	25.7	33.8	14.2	6.2	.0351
CHARLESTON	**4,468,168**	**20,158**	**27.8**	**29.0**	**13.8**	**7.6**	**.1746**
Berkeley	1,028,084	20,838	28.6	31.9	14.5	5.7	.0339
Charleston	2,776,172	19,577	27.9	26.8	13.4	8.8	.1167
• Charleston	678,657	17,671	26.5	23.6	11.0	10.2	.0374
North Charleston	605,630	16,992	34.3	26.6	10.1	3.9	.0284
Dorchester	663,912	21,328	26.3	32.3	14.7	6.2	.0240
SUBURBAN TOTAL	3,789,511	20,572	28.0	30.0	14.4	7.1	.1372
CHARLOTTE - GASTONIA - ROCK HILL	**11,727,909**	**23,623**	**24.5**	**31.8**	**16.8**	**10.8**	**.4390**
York	1,249,549	24,384	23.0	31.4	17.8	10.9	.0458
• Rock Hill	369,633	20,752	26.6	29.3	14.8	7.7	.0181
Cabarrus, N. C.	*1,020,917*	*23,874*	*24.3*	*31.6*	*17.4*	*9.9*	*.0378*
• Kannapolis	*339,865*	*21,539*	*27.0*	*32.4*	*14.5*	*6.9*	*.0134*
Gaston, N. C.	*1,778,539*	*23,221*	*24.7*	*32.6*	*16.4*	*9.1*	*.0645*
• Gastonia	*556,091*	*21,367*	*25.9*	*28.6*	*13.8*	*10.8*	*.0267*
Lincoln, N. C.	*486,473*	*23,123*	*24.8*	*34.6*	*16.0*	*8.3*	*.0162*
Mecklenburg, N. C.	*5,365,151*	*24,319*	*24.1*	*29.0*	*17.4*	*13.1*	*.2068*
• Charlotte	*4,141,940*	*23,195*	*25.2*	*28.9*	*15.9*	*12.6*	*.1683*
Rowan, N. C.	*1,081,495*	*22,021*	*26.5*	*33.4*	*14.6*	*7.4*	*.0407*
Union, N. C.	*745,785*	*22,256*	*25.6*	*33.1*	*15.1*	*7.5*	*.0272*
SUBURBAN TOTAL	6,320,380	24,422	23.6	32.5	17.9	10.1	.2125
COLUMBIA	**4,920,637**	**23,483**	**25.0**	**29.1**	**16.8**	**11.9**	**.1765**
Lexington	1,782,589	24,929	23.9	30.7	19.2	10.9	.0598
Richland	3,138,048	22,629	25.7	28.0	15.4	12.5	.1167
• Columbia	1,010,070	18,035	28.9	23.4	11.3	10.7	.0437
SUBURBAN TOTAL	3,910,567	24,984	24.0	30.5	18.2	12.3	.1328
FLORENCE	**985,445**	**18,157**	**28.3**	**27.4**	**11.2**	**6.4**	**.0426**
Florence	985,445	18,157	28.3	27.4	11.2	6.4	.0426
• Florence	307,171	18,661	27.8	27.0	11.4	8.2	.0183
SUBURBAN TOTAL	678,274	17,956	28.4	27.6	11.2	5.6	.0243

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source: SC Division of Research and Statistical Services, 1985. Based on MSA definitions from OMB, June 27, 1983.

S.C. (cont.)

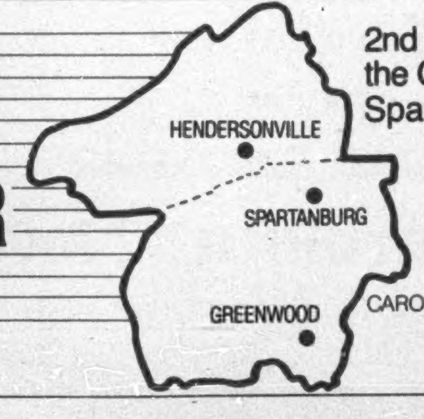
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
GREENVILLE - SPARTANBURG	**5,850,765**	**20,019**	**27.3**	**30.0**	**12.9**	**7.1**	**.2290**
Greenville	2,914,696	19,363	28.1	29.9	11.9	6.7	.1210
• Greenville	557,802	15,325	30.2	22.5	7.9	7.2	.0361
Pickens	855,931	22,047	25.9	31.9	14.9	8.3	.0297
Spartanburg	2,080,138	20,204	26.6	29.5	13.6	7.4	.0783
• Spartanburg	438,522	17,218	27.7	23.9	10.8	8.3	.0238
SUBURBAN TOTAL	4,854,441	20,940	26.8	31.7	13.7	7.0	.1691
OTHER COUNTIES							
Abbeville	197,224	18,528	27.5	30.3	11.2	4.3	.0066
☐ Aiken	1,201,736	22,152	24.3	29.5	16.1	9.5	.0419
Allendale	67,377	12,021	28.6	20.0	5.9	3.3	.0028
Bamberg	129,448	14,888	31.0	23.5	9.0	4.2	.0049
Barnwell	159,154	16,034	29.6	24.0	10.9	4.5	.0058
Beaufort	920,432	22,194	26.1	28.5	13.4	13.6	.0348
Calhoun	88,039	15,398	29.4	24.9	8.9	3.8	.0030
Cherokee	333,562	18,200	29.2	30.4	10.1	4.3	.0133
Chester	244,759	17,953	28.5	28.8	11.9	4.4	.0093
Chesterfield	295,476	15,573	31.8	24.9	8.2	3.8	.0115
Clarendon	184,972	14,368	30.9	23.1	7.3	3.6	.0075
Colleton	230,609	14,518	31.2	23.8	7.4	3.3	.0101
Darlington	304,990	16,818	27.6	25.3	11.5	5.3	.0196
Dillon	208,610	14,798	30.3	24.3	7.3	4.6	.0096
Edgefield	113,344	13,952	28.6	23.9	7.9	2.8	.0047
Fairfield	140,488	16,712	27.1	27.9	10.2	3.7	.0053
Georgetown	337,475	15,905	27.3	27.0	8.2	4.5	.0160
Greenwood	557,950	18,998	28.2	28.2	12.9	6.4	.0228
Hampton	131,294	13,389	27.7	22.1	6.1	4.9	.0056
Horry	1,272,706	19,799	29.4	28.7	11.9	8.9	.0572
Jasper	113,374	15,436	27.5	23.1	10.2	4.9	.0050
Kershaw	393,939	19,892	25.3	29.0	13.2	7.5	.0152
Lancaster	531,880	21,921	25.5	32.7	14.8	7.3	.0189
Laurens	473,863	20,856	26.1	32.3	13.7	6.2	.0170
Lee	113,961	14,510	30.7	23.7	7.5	2.8	.0046
McCormick	57,969	18,077	26.0	27.2	12.8	5.8	.0020
Marion	238,691	14,879	31.7	24.1	7.9	3.8	.0098
Marlboro	216,027	15,536	29.3	27.1	7.4	3.7	.0085
Newberry	308,469	20,041	25.0	30.5	12.9	6.7	.0111
Oconee	477,199	18,711	28.4	30.9	10.8	4.9	.0171
Orangeburg	639,699	15,164	28.1	23.3	9.8	4.9	.0263
Saluda	130,367	17,116	27.7	28.9	9.3	3.8	.0049
Sumter	747,677	17,499	30.2	26.6	11.2	5.7	.0307
Union	244,512	18,313	29.3	32.2	10.0	2.9	.0096
Williamsburg	252,573	15,707	31.3	26.6	7.1	3.3	.0103
TOTAL METRO COUNTIES	**20,047,660**	**21,027**	**26.5**	**29.7**	**14.3**	**8.5**	**.7617**
TOTAL STATE	**31,105,769**	**19,640**	**27.3**	**28.7**	**12.9**	**7.5**	**1.2031**

CAROLINAS WEST NEWSPAPER NETWORK
1 Buy–1 Order–1 Bill



2nd biggest buy in the Greenville—Spartanburg—Asheville ADI

1. Greenville	18%
2. CAROLINAS WEST	**13%**
3. Asheville	11%
4. Anderson	8%
ADI Coverage:	50%

CAROLINAS WEST – Nationally Marketed by
TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-20)

Source: Sales & Marketing Management, 1986 Survey of Buying Power.

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

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Spartanburg County
Pickens County
GREENVILLE
SPARTANBURG

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Greenville/Spartanburg metro	**Potential**	**Ranking**
Estimated buying income	**$5.9-Billion**	#1
Total retail sales	**$3.5-Billion**	#1
Food sales	**$752-Million**	#1
General merchandise	**$413-Million**	#1
Auto sales	**$774-Million**	#1

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SOUTH DAKOTA

S.D. S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
RAPID CITY	**76.3**	**.0317**	**28.4**	**15.3**	**19.0**	**17.4**	**20.1**	**28.7**	**614,484**	**107,525**	**51,128**	**91,282**	**30,021**	**159,328**	**15,247**
Pennington	76.3	.0317	28.4	15.3	19.0	17.4	20.1	28.7	614,484	107,525	51,128	91,282	30,021	159,328	15,247
• Rapid City	52.0	.0216	29.2	15.9	18.5	17.3	21.9	19.5	559,857	100,449	44,767	89,175	26,815	155,577	13,664
SUBURBAN TOTAL	24.3	.0101	26.9	14.1	19.8	17.6	16.4	9.2	54,627	7,076	6,361	2,107	3,206	3,751	1,583
SIOUX FALLS	**122.2**	**.0508**	**30.3**	**13.4**	**18.7**	**17.2**	**24.1**	**47.3**	**892,817**	**142,625**	**70,148**	**124,634**	**43,202**	**235,812**	**39,772**
Minnehaha	122.2	.0508	30.3	13.4	18.7	17.2	24.1	47.3	892,817	142,625	70,148	124,634	43,202	235,812	39,772
• Sioux Falls	91.9	.0382	30.5	14.8	18.8	16.6	24.9	36.8	806,663	133,393	66,154	121,829	35,736	221,552	38,322
SUBURBAN TOTAL	30.3	.0126	29.8	9.3	18.3	18.8	21.6	10.5	86,154	9,232	3,994	2,805	7,466	14,260	1,450
OTHER COUNTIES															
Aurora	3.4	.0014	36.9	7.9	12.1	16.4	35.7	1.1	6,831	1,327	922	253	205	2,123	
Beadle	18.0	.0075	34.1	10.6	15.4	16.7	31.9	7.3	111,968	20,410	9,544	10,228	6,128	26,555	2,259
Bennett	3.3	.0014	28.8	9.5	15.2	16.2	24.3	1.0	20,525	4,796	762	249	217	8,273	160
Bon Homme	8.1	.0033	35.8	12.6	12.2	14.7	36.1	3.1	32,953	9,247	2,104	241	498	6,280	724
Brookings	25.7	.0107	25.9	26.9	15.5	13.2	22.7	8.8	131,469	36,827	12,417	8,131	4,083	23,781	3,996
Brown	37.6	.0156	30.8	14.2	16.3	16.3	26.9	14.4	253,239	43,698	22,834	30,584	12,384	67,040	9,046
Brule	5.2	.0022	33.8	8.2	14.3	16.7	31.6	2.0	37,746	2,954	2,077	146	322	14,986	2,228
Buffalo	1.8	.0007	21.7	11.8	12.8	15.9	15.8	.4	2,418	1,204					
Butte	8.5	.0035	32.7	9.5	16.2	16.6	29.7	3.3	50,014	10,714	3,640	2,931	355	17,534	1,399
Campbell	2.1	.0009	40.3	7.1	11.5	19.0	37.5	.8	9,671	1,529	482		110	5,232	
Charles Mix	9.8	.0041	33.0	8.6	12.8	16.8	30.6	3.3	36,941	11,472	2,851	290	1,073	7,754	783
Clark	4.9	.0020	39.1	7.3	12.8	16.2	38.2	1.9	14,337	1,709	1,152		440	5,130	1,279
Clay	13.6	.0057	24.7	31.0	15.9	12.6	20.1	4.9	44,434	9,926	6,512	1,896	1,362	9,885	2,153
Codington	22.2	.0092	31.6	12.0	15.8	16.1	28.6	8.4	164,586	34,840	9,140	12,744	7,007	35,401	5,619
Corson	5.1	.0021	25.8	11.9	13.2	16.8	21.0	1.5	6,562	1,961	686	938	144	162	204
Custer	6.9	.0029	32.6	8.9	17.9	19.1	26.7	2.6	24,256	6,855	3,081	650	220	3,148	975
Davison	18.3	.0076	32.1	13.1	15.2	15.3	30.3	7.4	144,923	23,812	17,210	12,840	6,821	30,126	1,628
Day	8.0	.0033	37.9	7.7	12.8	14.7	38.2	3.0	26,647	5,184	1,760	1,279	583	7,275	981
Deuel	5.2	.0021	36.7	8.4	12.4	16.6	35.3	1.9	13,073	2,110	1,269	904	502	4,804	254
Dewey	5.8	.0024	25.4	11.3	13.8	15.8	20.9	1.5	19,184	6,417	1,879	2,062	492	1,440	1,303
Douglas	4.2	.0018	35.6	9.3	11.5	16.1	34.5	1.4	10,077	2,697	1,080	253	375	2,366	177
Edmunds	5.2	.0021	37.9	6.8	11.6	16.7	36.6	1.8	23,790	4,184	1,059		1,143	8,447	544
Fall River	8.8	.0037	36.2	8.1	15.0	16.0	35.4	3.4	34,215	9,278	3,044	1,114	1,130	1,759	1,449
Faulk	3.0	.0012	38.1	6.9	12.3	17.5	36.1	1.2	7,800	1,221	515	1,775	138	647	238
Grant	9.3	.0039	33.2	8.8	14.4	16.1	31.3	3.3	43,542	6,071	2,319	631	2,577	17,035	1,621
Gregory	5.8	.0024	36.6	8.5	13.1	15.7	36.0	2.1	26,026	6,483	1,880	635	1,128	7,544	849
Haakon	3.0	.0013	29.8	10.3	15.9	15.3	26.4	1.0	18,619	2,421	1,254	1,181	392	8,678	1,344
Hamlin	5.3	.0022	39.3	7.1	11.6	14.5	39.8	1.9	16,516	2,618	1,351		195	397	455
Hand	4.6	.0019	37.0	7.7	13.1	17.2	35.1	1.8	20,993	6,840	1,434	1,866	446	3,049	2,412
Hanson	3.4	.0014	33.9	8.3	12.0	17.3	31.4	1.1	4,161	771	417		383	442	
Harding	1.9	.0008	32.2	10.2	16.3	16.8	28.6	.6	4,297	592	708			136	175
Hughes	15.3	.0063	30.7	9.4	19.3	19.0	22.7	6.0	96,879	18,179	6,093	8,425	3,699	31,577	2,673
Hutchinson	9.0	.0038	40.5	7.0	12.3	15.9	40.0	3.4	36,338	8,756	2,316	1,166	456	4,912	7,297
Hyde	2.0	.0008	37.8	7.8	11.3	17.3	35.8	.8	7,333	2,091	80		191	1,703	163
Jackson	4.1	.0017	27.9	8.9	14.4	17.0	22.9	1.2	16,140	1,708	810		136	257	
Jerauld	2.9	.0012	38.3	6.8	13.0	16.4	37.6	1.1	15,281	3,679	698	755		6,024	611

S.D. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Jones	1.5	.0006	34.8	7.7	14.2	18.1	31.6	.6	19,312	3,433	630		646	6,284	
Kingsbury	5.4	.0027	40.7	7.8	12.1	15.8	40.2	2.6	21,370	6,484	1,879	881	1,528	1,948	1,029
Lake	10.9	.0045	33.2	14.3	13.9	14.0	33.5	4.1	48,515	5,457	4,142	1,961	2,033	22,953	1,475
Lawrence	19.1	.0079	30.5	15.4	16.4	15.1	27.5	7.6	87,496	23,931	10,771	3,615	2,324	22,923	2,122
Lincoln	15.1	.0063	32.6	8.9	15.9	16.9	29.3	5.1	33,806	10,241	2,953	873	2,225	2,922	1,369
Lyman	4.0	.0017	30.0	9.6	14.2	16.6	26.3	1.3	17,218	8,781	1,508			136	920
McCook	6.2	.0025	37.0	7.7	12.2	15.7	36.5	2.3	22,588	2,696	1,425	565	186	7,097	252
McPherson	3.7	.0016	42.6	7.1	11.1	16.8	41.7	1.5	9,438	2,116	1,028	203	303	576	559
Marshall	5.1	.0021	38.1	7.2	12.2	18.0	35.9	2.0	16,250	3,207	1,441	653	455	3,417	593
Meade	22.6	.0094	27.7	13.5	20.0	17.0	18.4	7.5	54,410	11,252	5,046	1,757	330	16,983	2,177
Mellette	2.4	.0010	28.0	10.8	13.8	16.3	24.1	.7	806	151	35	378			54
Miner	3.5	.0014	42.1	7.4	11.4	13.2	43.0	1.4	11,976	1,658	1,507	365	86	1,633	359
Moody	6.9	.0028	34.6	7.9	14.1	16.6	32.9	2.4	11,097	2,532	1,054	561	120	2,557	205
Perkins	4.9	.0021	35.5	9.2	14.1	17.3	33.2	1.8	21,712	5,682	885	837	138	3,951	895
Potter	3.6	.0014	36.3	7.1	13.1	17.0	34.6	1.3	15,009	3,453	763	156	146	3,448	646
Roberts	11.0	.0046	34.4	8.0	12.6	15.9	33.3	3.8	35,108	5,400	3,671	5,613	899	7,020	1,089
Sanborn	3.1	.0013	38.1	8.9	13.0	16.1	36.9	1.2	7,438	859	693		112	2,651	
Shannon	12.4	.0052	20.8	12.6	15.1	13.8	13.4	2.4	8,144	3,796	641		76	153	
Spink	8.9	.0036	35.8	9.5	14.4	17.2	33.7	3.3	33,988	7,527	3,352	703	358	10,381	932
Stanley	2.5	.0011	29.5	10.5	17.9	18.3	21.8	.9	11,527	6,145	1,645				
Sully	1.9	.0008	32.9	9.2	13.9	20.4	26.8	.7	16,286	1,029	897			11,593	226
Todd	7.9	.0033	23.0	10.8	17.0	14.8	15.1	2.0	16,329	6,569	393	1,467		991	
Tripp	7.1	.0029	33.7	9.3	13.3	16.9	31.5	2.7	42,679	7,966	1,696	4,796	1,885	12,962	617
Turner	9.2	.0038	39.7	7.3	13.4	16.0	39.1	3.5	21,152	4,082	1,673	397	260	6,366	1,016
Union	11.4	.0048	32.3	9.3	16.3	15.7	29.8	4.2	24,432	6,190	2,526	112	699	2,203	324
Walworth	6.5	.0027	36.2	8.2	13.7	17.3	34.2	2.7	49,142	7,995	3,826	3,456	1,225	13,487	1,968
Yankton	19.2	.0079	32.0	12.9	16.3	16.7	28.3	7.1	172,486	34,633	9,966	18,802	5,004	26,911	5,095
Ziebach	2.5	.0011	23.5	10.9	12.9	16.6	18.1	.6	2,524	933	212			118	199
TOTAL METRO COUNTIES	**198.5**	**.0825**	**29.6**	**14.2**	**18.7**	**17.3**	**22.6**	**76.0**	**1,307,201**	**250,150**	**121,276**	**215,916**	**73,223**	**395,140**	**55,019**
TOTAL STATE	**719.3**	**.2987**	**31.1**	**12.4**	**16.1**	**16.4**	**27.4**	**264.0**	**3,873,345**	**748,929**	**312,914**	**368,234**	**149,596**	**958,706**	**134,139**

S.D.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
RAPID CITY	**919,500**	**22,058**	**27.5**	**27.6**	**14.8**	**12.3**	**.0359**
Pennington	919,500	22,058	27.5	27.6	14.8	12.3	.0359
• Rapid City	638,001	23,113	25.2	28.1	15.2	13.3	.0278
SUBURBAN TOTAL	281,499	20,211	32.5	26.7	13.8	10.1	.0081
SIOUX FALLS	**1,630,842**	**25,517**	**23.1**	**29.0**	**19.1**	**12.9**	**.0584**
Minnehaha	1,630,842	25,517	23.1	29.0	19.1	12.9	.0584
• Sioux Falls	1,275,341	25,077	23.6	28.0	18.7	13.2	.0477
SUBURBAN TOTAL	355,501	26,915	21.4	32.0	20.5	11.9	.0107
OTHER COUNTIES							
Aurora	19,861	12,426	34.8	18.8	4.9	2.4	.0007
Beadle	196,822	19,078	25.3	26.5	13.9	7.6	.0074
Bennett	16,624	11,026	30.9	15.5	5.8	2.5	.0011
Bon Homme	60,332	13,421	29.5	24.0	5.1	2.8	.0024
Brookings	257,448	20,014	26.5	27.7	13.4	9.0	.0096
Brown	424,433	20,776	27.2	28.7	14.6	8.5	.0162
Brule	42,361	15,551	32.7	22.6	9.8	3.1	.0019
Buffalo	6,604	11,895	35.5	17.8	5.5	.5	.0003
Butte	87,277	18,627	28.1	30.0	9.5	7.1	.0034
Campbell	11,689	10,200	31.9	14.7	2.4	1.9	.0005
Charles Mix	61,305	12,823	31.7	20.1	5.9	2.5	.0028
Clark	39,152	14,367	29.6	23.9	7.0	3.8	.0014
Clay	152,365	18,667	29.0	21.3	14.2	11.3	.0048
Codington	248,593	20,892	27.0	28.6	13.4	10.1	.0098
Corson	25,496	10,660	25.9	16.0	7.9	2.5	.0010
Custer	74,716	21,810	26.3	31.8	16.4	6.2	.0025
Davison	193,196	18,299	28.1	27.5	13.0	5.4	.0081
Day	69,629	15,840	31.4	24.8	8.5	3.6	.0024
Deuel	42,379	15,154	29.3	23.2	9.2	5.1	.0014
Dewey	34,172	15,095	29.1	23.6	8.9	4.7	.0016
Douglas	24,349	12,434	34.1	17.7	5.3	1.7	.0010
Edmunds	31,484	11,776	31.3	20.0	4.0	2.6	.0015
Fall River	108,601	22,119	21.6	28.2	15.7	10.5	.0034
Faulk	22,566	12,778	31.2	19.1	6.9	2.9	.0009
Grant	90,892	20,176	27.8	29.8	12.8	7.8	.0033
Gregory	34,151	10,573	30.7	14.8	3.8	3.2	.0016
Haakon	20,696	14,829	35.5	24.4	5.5	3.8	.0011
Hamlin	45,978	16,254	32.0	23.5	10.2	6.2	.0015
Hand	35,320	12,542	27.8	20.8	6.2	4.3	.0015

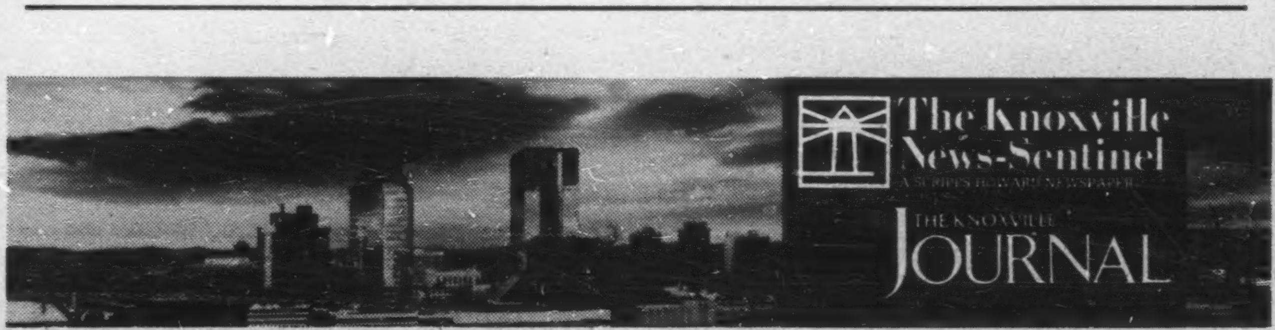
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Hanson	20,904	13,341	32.3	22.7	5.5	2.9	.0008
Harding	11,968	14,318	34.0	22.6	7.0	2.7	.0005
Hughes	218,064	27,287	21.1	30.0	19.4	16.5	.0072
Hutchinson	68,080	13,267	30.8	21.2	6.3	4.0	.0027
Hyde	20,345	18,607	25.3	27.3	10.4	8.1	.0007
Jackson	28,355	15,588	29.9	26.4	7.7	4.3	.0012
Jerauld	18,263	11,489	35.3	16.7	2.1	2.7	.0009
Jones	14,543	17,889	29.5	29.0	9.8	5.7	.0008
Kingsbury	60,851	16,329	31.8	24.7	10.8	4.2	.0020
Lake	113,728	19,398	27.1	26.9	12.9	8.7	.0041
Lawrence	227,690	21,635	24.8	28.8	14.1	10.7	.0075
Lincoln	157,820	22,800	22.9	29.6	16.0	10.5	.0048
Lyman	31,900	16,289	29.2	23.6	9.6	6.2	.0013
McCook	56,214	16,873	29.3	26.4	10.7	5.6	.0019
McPherson	24,782	11,224	31.0	18.2	4.4	1.9	.0010
Marshall	46,434	14,859	31.5	22.7	8.3	5.5	.0016
Meade	226,608	20,906	28.8	31.8	12.8	7.9	.0072
Mellette	10,901	10,767	30.7	16.0	5.6	1.0	.0003
Miner	26,846	12,156	28.1	18.2	6.9	3.9	.0010
Moody	58,544	16,714	32.1	24.1	10.8	5.8	.0020
Perkins	39,878	14,690	29.6	23.0	8.8	5.2	.0016
Potter	27,663	15,410	30.2	25.1	8.5	3.2	.0011
Roberts	82,632	14,347	31.2	20.6	9.2	4.6	.0031
Sanborn	20,940	11,410	27.2	18.4	6.8	2.4	.0009
Shannon	51,557	14,054	26.8	25.1	6.6	4.0	.0021
Spink	79,057	16,753	28.1	25.9	9.5	6.0	.0029
Stanley	25,341	20,083	29.2	31.6	11.6	7.0	.0009
Sully	16,985	16,895	30.2	24.2	11.4	6.1	.0008
Todd	38,184	12,923	28.2	23.2	6.1	2.3	.0017
Tripp	60,837	14,526	31.2	20.9	8.9	6.2	.0026
Turner	75,207	14,730	29.6	24.9	7.3	4.2	.0025
Union	113,808	20,076	28.1	30.6	13.0	6.6	.0035
Walworth	63,450	16,632	29.6	26.6	9.9	4.8	.0027
Yankton	221,085	21,591	27.4	30.0	14.5	9.7	.0093
Ziebach	11,126	12,583	36.1	15.0	4.8	5.2	.0005
TOTAL METRO COUNTIES	**2,550,342**	**24,145**	**24.8**	**28.5**	**17.4**	**12.7**	**.0943**
TOTAL STATE	**7,299,423**	**19,261**	**27.1**	**26.6**	**13.1**	**8.6**	**.2781**

TENNESSEE

TENN. S&MM ESTIMATES	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking. Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHATTANOOGA	433.7	.1800	32.2	11.2	17.3	19.7	25.5	160.9	2,529,888	598,820	199,775	327,876	128,964	569,813	64,816
Hamilton	289.9	.1204	32.3	11.7	17.7	19.2	26.1	110.2	1,947,542	384,044	167,595	278,913	105,327	481,808	49,348
• Chattanooga	167.5	.0696	32.6	12.3	16.9	17.6	28.4	65.2	1,585,540	278,749	120,598	245,644	75,367	454,180	36,685
Marion	25.4	.0105	32.2	10.1	16.1	20.4	25.2	9.2	92,247	22,214	5,010	9,473	3,655	19,866	4,426
Sequatchie	9.0	.0037	31.3	10.1	16.9	20.2	23.6	3.2	32,431	14,993	1,454	1,640	595	5,858	1,000
Catoosa, Ga.	*40.1*	*.0166*	*31.4*	*9.9*	*18.0*	*22.2*	*21.4*	*14.0*	*212,541*	*79,559*	*17,609*	*28,345*	*11,497*	*34,083*	*4,725*
Dade, Ga.	*12.9*	*.0054*	*30.2*	*12.2*	*17.2*	*20.2*	*21.6*	*4.2*	*38,476*	*14,838*	*2,413*	*1,108*	*1,379*	*3,285*	*438*
Walker, Ga.	*56.4*	*.0234*	*32.9*	*9.9*	*16.1*	*20.2*	*26.4*	*20.1*	*206,651*	*83,172*	*5,693*	*8,397*	*6,511*	*24,913*	*4,879*
SUBURBAN TOTAL	266.2	.1104	32.0	10.5	17.6	21.1	23.6	95.7	944,348	320,071	79,177	82,232	53,597	115,633	28,131
CLARKSVILLE - HOPKINSVILLE	154.4	.0641	27.6	17.4	18.5	17.2	19.0	51.1	739,575	140,484	64,678	106,962	28,072	214,055	25,293
Montgomery	87.0	.0361	27.9	17.4	19.0	18.1	18.4	30.0	450,957	86,120	43,874	76,722	17,787	132,480	13,309
• Clarksville	58.2	.0242	26.6	20.4	19.3	17.3	16.4	20.1	425,674	71,907	39,838	75,911	16,956	131,214	12,939
Christian, Ky.	*67.4*	*.0280*	*27.1*	*17.5*	*18.0*	*16.0*	*19.8*	*21.1*	*288,618*	*54,364*	*20,804*	*30,240*	*10,285*	*81,375*	*11,984*
• Hopkinsville	*27.6*	*.0115*	*33.1*	*9.4*	*15.8*	*19.0*	*28.1*	*10.5*	*220,352*	*44,546*	*15,192*	*19,977*	*8,005*	*63,215*	*10,264*
SUBURBAN TOTAL	68.6	.0284	26.6	18.1	18.9	16.5	17.6	20.5	93,549	24,031	9,648	11,074	3,111	19,626	2,090
JACKSON	77.1	.0320	31.8	12.1	16.8	17.1	27.6	28.9	594,908	96,938	44,751	130,997	24,472	116,683	18,114
Madison	77.1	.0320	31.8	12.1	16.8	17.1	27.6	28.9	594,908	96,938	44,751	130,997	24,472	116,683	18,114
• Jackson	51.5	.0214	31.7	13.7	16.6	15.8	28.7	19.9	561,224	92,909	42,263	128,901	20,220	114,674	17,916
SUBURBAN TOTAL	25.6	.0106	32.2	8.8	17.2	19.9	25.3	9.0	33,684	4,029	2,488	2,096	4,252	2,009	198
JOHNSON CITY - KINGSPORT - BRISTOL	449.0	.1863	33.6	10.7	16.5	20.7	27.0	166.2	2,372,652	520,719	179,654	336,528	100,300	637,438	83,529
Carter	51.4	.0213	33.8	11.0	16.2	20.1	27.9	19.6	138,238	39,800	11,235	20,177	6,414	24,704	7,889
Hawkins	46.7	.0194	32.8	9.4	17.4	21.3	24.9	16.9	129,983	43,749	6,993	10,832	2,247	28,133	7,702
Sullivan	147.9	.0614	34.1	9.6	16.8	21.9	26.5	56.9	1,030,678	182,916	77,719	153,948	41.761	325,694	37,385
• Bristol	24.0	.0100	36.4	10.6	15.6	19.7	32.2	9.9	294,908	60,397	22,847	21,084	14,567	119,069	11,743
• Kingsport	32.2	.0134	37.8	9.0	14.5	20.0	34.0	13.5	659,665	107,734	50,645	124,824	21,953	185,972	25,004
Unicoi	16.9	.0070	35.4	9.6	15.4	20.1	30.5	6.4	39,316	10,199	4,933	6,413	1,778	7,934	1.563
Washington	92.9	.0385	32.2	13.3	17.3	19.3	25.9	34.0	576,346	138,510	47,407	89,673	26,229	135,911	19,018
• Johnson City	44.7	.0186	33.6	16.6	14.4	17.5	30.5	16.5	514,916	124,763	43,126	88,749	23,920	122,141	16,570
Bristol city, Va.	*18.5*	*.0076*	*36.0*	*11.3*	*14.8*	*18.5*	*32.8*	*7.3*	*215,424*	*32,942*	*14,955*	*43,337*	*9,123*	*55,176*	*4,217*
• Bristol	*18.5*	*.0076*	*36.0*	*11.3*	*14.8*	*18.5*	*32.8*	*7.3*	*215,424*	*32,942*	*14,955*	*43,337*	*9,123*	*55,176*	*4,217*
Scott, Va.	*25.1*	*.0105*	*35.1*	*9.5*	*15.1*	*20.5*	*29.7*	*8.6*	*108,381*	*30,393*	*3,512*	*1,731*	*3,265*	*38,167*	*2,660*
Washington, Va.	*49.6*	*.0206*	*33.2*	*10.7*	*16.3*	*20.7*	*26.4*	*16.5*	*134,286*	*42,210*	*12,900*	*10,417*	*9,483*	*21,719*	*3,095*
SUBURBAN TOTAL	329.6	.1367	32.9	10.0	17.4	21.4	25.0	119.0	687,739	194,883	48,081	58,534	30,737	155,080	25,995
KNOXVILLE	599.0	.2488	32.6	12.3	17.7	19.6	26.2	229.9	4,163,316	867,071	454,722	530,037	210,816	894,653	134,265
Anderson	70.5	.0292	34.1	9.6	16.7	20.4	28.0	27.0	387,967	94,435	22,353	57,544	14,987	113,383	10,873
• Oak Ridge	28.2	.0117	36.6	8.8	15.5	21.5	30.9	11.7	236,198	55,841	12,952	47,605	12,047	59,272	6,140
Blount	83.2	.0346	33.5	10.3	17.6	20.2	27.1	31.2	523,243	105,989	31,555	64,426	22,521	210,074	14,949
Grainger	17.3	.0072	32.7	10.0	16.1	20.4	26.0	6.2	21,383	4,360	1,840	824	1,024	5,595	1,080
Jefferson	35.0	.0145	33.1	12.5	15.4	21.2	25.9	12.5	91,752	30,910	6,829	8,396	3,410	7,938	6,516
Knox	331.4	.1376	32.0	14.0	18.2	18.8	25.8	130.2	2,768,119	538,742	328,108	381,145	156,196	523,407	81,433
• Knoxville	175.3	.0728	31.9	17.4	17.8	14.9	29.5	73.3	2,166,433	351,332	279,951	343,995	133,025	431,084	64,763
Sevier	48.9	.0204	33.2	9.9	17.2	21.5	25.5	18.1	351,768	87,457	63,542	16,073	12,392	29,722	9,197
Union	12.7	.0053	31.5	11.1	16.5	20.8	23.4	4.7	19,084	5,178	495	1,629	286	4,534	217
SUBURBAN TOTAL	395.5	.1643	32.7	10.3	17.8	21.6	24.3	144.9	1,760,685	459,898	161,819	138,437	65,744	404,297	53,362
MEMPHIS	932.8	.3872	29.9	12.7	18.4	18.1	22.4	322.1	6,100,527	1,176,124	472,153	848,154	329,278	1,455,904	228,534
Shelby	787.0	.3267	29.9	13.2	18.8	17.8	22.7	283.9	5,447,378	1,024,319	436,504	792,621	313,911	1,321,518	210,247
• Memphis	651.7	.2706	30.5	13.0	18.3	17.0	24.7	241.2	4,757,791	841,510	390,600	668,085	286,352	1,219,674	191,235
Tipton	35.0	.0145	30.8	10.7	15.1	19.0	24.6	11.8	101,643	24,736	5,164	14,226	2,461	24,379	2,689
Crittenden, Ark.	*49.9*	*.0207*	*28.5*	*10.9*	*15.5*	*17.6*	*22.3*	*16.5*	*377,390*	*61,894*	*20,715*	*26,646*	*9,913*	*73,284*	*10,375*
• West Memphis	*27.7*	*.0115*	*29.0*	*11.2*	*17.0*	*18.7*	*21.1*	*9.6*	*287,840*	*49,429*	*18,608*	*25,257*	*7,664*	*68,321*	*8,980*
De Soto, Miss.	*60.9*	*.0253*	*29.4*	*9.5*	*17.1*	*22.6*	*17.8*	*19.9*	*174,116*	*65,175*	*9,770*	*14,661*	*3,090*	*36,723*	*5,223*
SUBURBAN TOTAL	253.4	.1051	28.4	12.1	19.3	20.8	16.5	81.3	1,054,896	285,185	62,945	154,812	35,362	167,909	28,319



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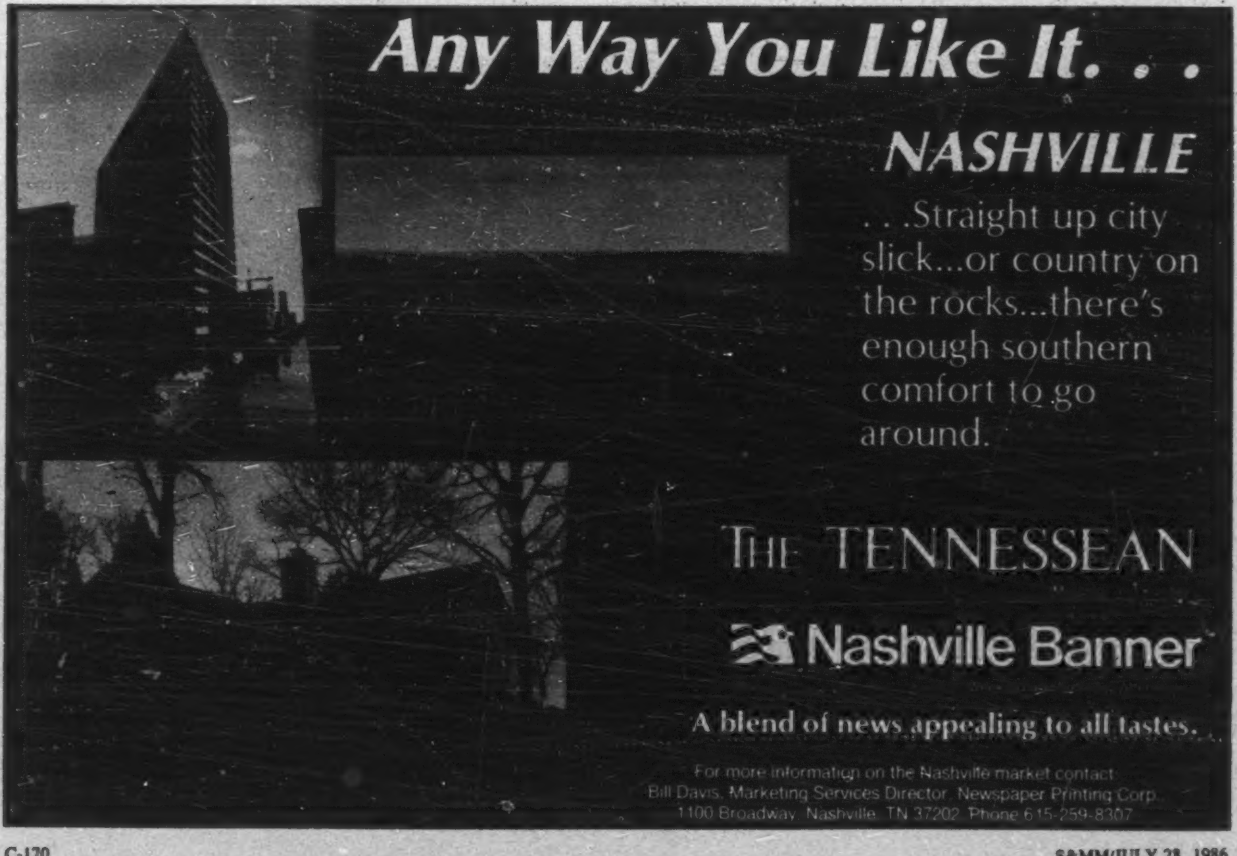
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
NASHVILLE	**910.7**	**.3781**	**31.7**	**12.2**	**18.4**	**19.9**	**24.0**	**336.8**	**5,686,318**	**1,092,263**	**535,594**	**824,735**	**265,396**	**1,373,993**	**171,147**
Cheatham	25.9	.0107	30.9	9.7	17.9	22.0	20.7	8.6	61,444	16,566	2,471	1,809	1,023	13,151	2,264
Davidson	482.5	.2003	31.9	13.6	19.2	18.4	25.6	189.8	4,033,801	683,652	422,915	662,956	202,679	968,806	113,951
• Nashville-Davidson	461.2	.1915	31.7	13.8	19.6	18.2	25.3	182.0	3,842,548	652,622	407,314	598,477	195,540	964,018	105,255
Dickson	33.3	.0139	33.1	9.8	15.6	20.1	26.9	12.0	141,857	31,895	8,815	20,073	7,616	34,426	4,067
Robertson	40.2	.0167	32.5	10.3	15.9	19.4	26.7	13.9	132,542	32,802	6,820	11,686	5,723	31,179	5,266
Rutherford	97.0	.0403	29.3	15.7	18.1	19.2	20.5	33.7	455,323	108,345	36,167	52,625	20,985	92,788	15,646
• Murfreesboro	37.6	.0156	27.8	23.8	16.5	16.5	21.6	13.7	351,360	68,823	30,214	40,085	17,236	80,858	11,795
Sumner	96.3	.0400	31.4	9.5	18.0	22.2	21.2	32.8	345,483	86,861	22,367	34,217	12,164	89,897	14,874
Williamson	71.1	.0295	32.2	8.3	17.5	24.4	20.8	23.6	298,517	76,821	21,484	21,829	9,171	99,790	9,272
Wilson	64.4	.0267	32.3	9.0	17.7	22.4	22.9	22.4	217,351	55,321	14,555	19,540	6,235	43,956	5,807
SUBURBAN TOTAL	411.9	.1710	32.0	9.4	17.5	22.0	22.7	141.1	1,492,410	370,818	98,066	186,173	52,820	329,117	54,097
OTHER COUNTIES															
Bedford	28.9	.0120	34.7	9.5	14.8	18.8	30.7	10.7	113,247	26,257	6,750	8,538	5,836	27,403	5,579
Benton	15.5	.0065	36.7	8.5	14.6	18.9	33.4	6.1	57,317	21,272	3,277	7,878	1,571	9,835	949
Bledsoe	9.8	.0040	30.3	13.8	15.4	18.6	24.0	3.3	17,916	4,364	456	563	764	5,153	1,439
Bradley	72.9	.0303	30.8	12.2	17.3	21.1	21.6	25.9	360,685	84,051	27,810	43,648	12,550	93,094	13,552
Campbell	36.9	.0153	33.1	9.3	15.4	19.0	28.1	13.4	144,639	36,630	12,630	12,199	5,308	35,461	6,081
Cannon	10.9	.0045	35.0	9.6	15.1	20.7	29.2	4.0	29,863	10,355	1,200	1,646	1,622	5,839	1,943
Carroll	29.0	.0121	35.7	9.4	14.5	18.6	32.4	10.8	115,338	30,483	5,419	13,742	6,986	28,866	5,777
Chester	13.5	.0057	31.4	16.3	14.5	17.4	27.3	4.7	37,798	8,575	2,266	2,119	2,828	13,069	1,407
Claiborne	26.6	.0110	31.6	11.0	16.9	19.4	24.9	9.3	72,468	21,288	6,262	7,569	6,845	6,977	2,728
Clay	8.1	.0034	34.7	9.7	15.0	19.4	30.2	3.1	13,060	4,636	1,206	330	283	1,192	305
Cocke	29.7	.0123	32.7	10.3	16.5	21.0	25.2	11.1	109,964	25,477	8,839	13,941	6,556	19,448	3,754
Coffee	40.1	.0166	33.6	10.0	15.5	21.1	26.7	15.0	257,002	48,657	19,126	48,127	11,036	58,045	9,777
Crockett	14.6	.0061	34.8	9.7	14.2	17.9	31.8	5.2	40,541	10,777	1,531	1,788	1,851	13,545	1,555
Cumberland	33.2	.0138	33.2	9.6	15.6	19.1	28.1	11.9	162,393	32,961	13,244	18,781	3,524	39,817	7,054
Decatur	11.0	.0046	36.5	8.7	14.4	18.7	33.4	4.4	39,373	8,443	1,504	4,346	1,085	12,047	1,065
De Kalb	14.3	.0059	34.7	9.0	15.7	18.9	30.7	5.5	47,804	14,418	2,626	4,992	2,143	11,028	2,191
Dyer	34.8	.0144	33.2	10.0	16.1	18.3	28.7	13.1	166,602	30,070	10,517	18,799	10,072	44,139	6,016
Fayette	25.7	.0107	29.9	10.8	14.2	16.6	26.1	8.0	41,629	14,789	2,208	5,780	1,025	8,384	1,445
Fentress	15.6	.0065	32.3	9.4	15.9	19.3	26.5	5.5	56,541	13,126	2,655	3,634	1,840	4,956	2,945
Franklin	33.5	.0139	32.8	11.8	15.2	19.7	27.0	11.8	116,914	27,337	7,657	14,866	3,788	28,010	4,705
Gibson	49.2	.0204	35.7	9.2	14.6	18.0	32.9	18.8	208,971	53,350	10,040	28,402	6,644	56,845	11,531
Giles	24.9	.0103	35.2	9.8	14.5	18.7	31.6	9.3	114,516	22,806	6,295	12,922	6,445	18,743	6,277
Greene	57.2	.0238	34.0	9.8	16.6	21.5	26.8	20.8	285,388	65,858	18,016	31,841	11,366	63,279	10,614
Grundy	14.4	.0060	30.9	10.3	15.2	19.2	24.6	4.9	40,734	8,684	2,897	1,247	1,056	3,969	2,224



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S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Hamblen	57.6	.0239	32.3	10.2	17.2	21.5	22.9	21.1	317,456	76,191	21,146	40,138	9,313	80,120	8,978
Hancock	6.8	.0028	33.7	10.3	14.3	18.8	29.4	2.3	12,165	2,974	1,544	75	976	1,464	509
Hardeman	24.0	.0099	32.0	9.8	15.0	16.7	28.9	8.0	82,035	23,755	2,788	6,478	2,160	19,405	2,413
Hardin	23.1	.0096	34.2	8.8	15.9	19.7	29.0	8.5	87,994	14,332	5,290	17,667	3,534	23,197	2,957
Haywood	20.2	.0084	30.9	10.5	14.7	15.2	28.7	6.7	69,090	18,602	3,489	6,948	2,974	8,880	3,484
Henderson	22.9	.0095	33.6	9.6	16.1	18.8	28.9	8.6	75,255	13,245	4,804	8,936	4,231	18,645	2,689
Henry	29.7	.0123	36.9	9.3	14.3	17.8	34.7	11.5	140,909	33,991	9,796	19,294	5,846	27,567	6,457
Hickman	15.8	.0066	32.6	12.8	15.9	19.1	27.2	5.4	33,632	12,226	1,174	1,086	992	3,370	2,162
Houston	6.9	.0029	34.4	9.1	15.2	18.9	30.2	2.3	13,492	5,239	581	124	366	877	4,137
Humphreys	16.2	.0067	33.2	9.2	15.8	19.9	27.4	6.1	58,697	17,375	3,615	8,501	1,026	14,768	1,592
Jackson	9.6	.0040	35.5	9.0	15.0	19.4	31.2	3.3	13,972	4,202	1,114	402	1,161	1,358	859
Johnson	14.5	.0060	33.8	9.1	16.0	20.2	27.7	5.3	31,156	12,392	2,433	2,428	792	2,808	2,208
Lake	7.8	.0033	36.2	9.7	13.5	16.0	35.3	2.6	17,105	5,919	2,070	899	360	2,402	1,574
Lauderdale	25.8	.0107	32.3	10.4	15.7	17.3	28.5	9.0	55,504	10,563	2,302	9,625	2,474	12,045	2,373
Lawrence	35.8	.0149	33.4	10.1	14.5	19.5	28.2	12.9	144,169	25,772	6,865	16,456	11,596	37,938	6,843
Lewis	10.8	.0044	30.8	9.5	17.6	17.6	25.0	3.5	29,723	7,862	792	2,585	635	7,504	1,653
Lincoln	27.0	.0113	35.6	9.6	14.2	20.0	30.8	10.1	100,728	31,631	6,050	13,166	3,833	12,962	4,951
Loudon	30.2	.0125	34.8	9.2	16.4	20.3	29.3	11.5	116,958	28,490	7,368	9,494	6,369	34,361	5,088
McMinn	43.8	.0182	33.3	10.0	16.1	20.2	27.0	15.8	234,247	92,104	17,465	19,597	8,284	32,813	9,572
McNairy	24.1	.0100	35.2	9.0	14.9	20.2	30.0	9.2	70,035	17,874	3,472	8,512	2,866	17,060	2,880
Macon	16.3	.0068	34.0	9.4	16.0	19.5	29.0	6.0	42,899	14,453	1,293	3,910	1,520	5,364	2,010
Marshall	20.6	.0086	35.6	9.0	15.0	18.7	32.1	7.7	86,858	22,489	3,948	9,319	4,687	27,384	3,913
Maury	52.9	.0219	33.4	10.4	16.0	19.2	28.2	19.7	232,676	52,445	18,666	33,449	13,350	42,266	11,014
Meigs	7.9	.0033	31.7	9.4	17.3	20.7	23.6	2.7	22,132	8,071	1,157	1,107	1,596	3,483	1,439
Monroe	30.3	.0126	32.3	10.3	15.9	20.0	25.6	10.7	118,926	23,017	10,152	12,030	4,023	27,170	3,715
Moore	4.9	.0021	33.4	9.8	14.8	20.4	27.2	1.7	6,589	3,746	397	304		684	206
Morgan	17.5	.0072	31.5	10.4	18.2	19.6	24.0	5.7	16,939	6,325	800	694	268	4,421	1,054
Obion	34.1	.0142	34.3	9.1	15.7	19.0	29.9	12.9	164,470	34,612	13,812	20,016	4,355	40,248	5,901
Overton	18.5	.0077	34.3	9.0	15.4	20.2	28.7	6.5	52,853	15,594	2,696	5,688	3,832	5,628	3,293
Perry	6.4	.0026	35.9	8.7	14.6	19.7	31.6	2.5	10,883	5,335	763	66	968	832	426
Pickett	4.5	.0019	34.8	9.0	15.4	19.4	30.4	1.6	15,893	3,686	426	743	1,495	4,334	208
Polk	13.9	.0058	32.5	9.2	15.9	20.5	25.6	4.9	30,111	13,101	1,620	3,205	1,162	3,522	1,162
Putnam	50.4	.0209	30.8	17.7	16.3	18.3	24.8	18.4	264,087	67,394	21,974	29,876	9,755	35,114	11,859
Rhea	26.0	.0108	31.3	11.5	16.4	19.0	25.0	9.3	77,496	28,083	5,637	4,886	2,038	14,772	3,420
Roane	50.9	.0211	33.8	9.0	16.4	21.1	27.0	18.4	217,125	60,681	13,630	20,173	8,556	68,808	8,865
Scott	21.0	.0087	29.9	10.2	16.3	18.2	23.5	7.2	62,538	21,260	2,565	9,790	788	9,009	3,420
Smith	15.3	.0064	34.5	10.0	15.7	18.6	30.5	5.7	46,198	12,038	1,692	2,442	8,413	7,251	2,083
Stewart	9.4	.0039	36.8	8.6	14.3	19.7	32.8	3.6	17,521	5,495	1,411	1,508	1,289	4,427	731
Trousdale	6.0	.0025	33.5	10.0	17.8	18.4	28.9	2.4	16,928	7,371	121	509	727	494	999
Van Buren	4.9	.0020	31.1	10.0	18.2	19.1	23.8	1.5	2,924	883	324	60	207	368	
Warren	34.0	.0142	33.2	9.9	16.4	19.6	27.4	12.8	139,288	37,218	9,264	15,334	6,507	26,611	5,264
Wayne	14.4	.0060	32.7	9.9	15.4	19.7	26.9	5.2	34,210	14,794	1,367	754	1,551	4,690	1,705
Weakley	33.8	.0140	32.6	17.2	14.1	16.5	30.1	12.2	118,170	33,513	9,259	13,630	6,183	22,679	5,730
White	20.5	.0086	34.9	8.9	15.7	19.4	30.4	7.6	66,279	13,616	2,897	5,471	1,490	26,523	2,215
TOTAL METRO COUNTIES	**3,175.9**	**1.3184**	**31.5**	**12.4**	**18.2**	**19.2**	**24.4**	**1,177.7**	**20,431,301**	**4,027,872**	**1,842,956**	**2,940,407**	**1,023,049**	**4,893,814**	**668,182**
TOTAL STATE	**4,793.2**	**1.9902**	**32.1**	**11.7**	**17.3**	**19.3**	**25.6**	**1,764.9**	**26,650,339**	**5,612,495**	**2,247,416**	**3,635,480**	**1,390,621**	**6,248,584**	**933,226**

TENN.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
CHATTANOOGA	**4,228,099**	**20,323**	**25.8**	**28.6**	**13.8**	**8.4**	**.1660**
Hamilton	3,008,085	20,721	25.2	27.8	14.3	9.6	.1197
• Chattanooga	1,621,915	18,122	26.3	25.6	12.1	8.0	.0770
Marion	205,496	17,122	28.5	27.6	9.5	5.3	.0077
Sequatchie	67,855	15,804	30.5	25.5	9.8	4.2	.0028
Catoosa, Ga.	*361,102*	*22,249*	*24.2*	*31.8*	*16.9*	*6.8*	*.0144*
Dade, Ga.	*92,670*	*18,000*	*26.9*	*31.0*	*10.0*	*3.9*	*.0035*
Walker, Ga.	*492,891*	*19,827*	*27.8*	*30.9*	*12.5*	*6.2*	*.0179*
SUBURBAN TOTAL	2,606,184	21,760	25.5	30.5	14.9	8.7	.0890
CLARKSVILLE - HOPKINSVILLE	**1,404,366**	**18,732**	**31.4**	**27.1**	**12.2**	**7.1**	**.0538**
Montgomery	800,206	19,776	30.2	29.8	12.6	7.0	.0312
• Clarksville	540,107	19,465	32.2	29.4	12.1	6.8	.0236
Christian, Ky.	*604,160*	*17,154*	*33.0*	*23.4*	*11.6*	*7.3*	*.0226*
• *Hopkinsville*	*278,187*	*18,563*	*27.9*	*23.9*	*14.2*	*8.5*	*.0120*
SUBURBAN TOTAL	586,072	17,950	32.2	26.6	11.3	6.7	.0182
JACKSON	**752,530**	**19,767**	**25.2**	**25.8**	**14.6**	**9.0**	**.0327**
Madison	752,530	19,767	25.2	25.8	14.6	9.0	.0327
• Jackson	511,987	19,071	26.0	24.5	14.2	9.2	.0255
SUBURBAN TOTAL	240,543	21,359	23.1	28.8	15.4	8.8	.0072
JOHNSON CITY - KINGSPORT - BRISTOL	**4,260,849**	**19,687**	**27.1**	**28.3**	**12.9**	**8.0**	**.1644**
Carter	421,308	16,418	32.1	26.0	9.7	4.4	.0148
Hawkins	435,700	20,895	24.5	28.6	15.0	8.4	.0145
Sullivan	1,564,257	21,919	24.6	29.7	14.6	10.1	.0623
• Bristol	262,043	19,259	28.2	26.2	11.6	10.4	.0130
• Kingsport	379,553	20,573	24.4	26.2	12.7	12.3	.0236
Unicoi	151,701	18,976	27.9	28.9	13.2	5.3	.0049
Washington	834,926	18,316	29.3	27.7	10.8	7.0	.0354
• Johnson City	423,192	15,981	28.7	21.9	9.9	8.7	.0223
Bristol city, Va.	*179,760*	*18,889*	*24.8*	*27.6*	*12.4*	*7.4*	*.0094*
• *Bristol*	*179,760*	*18,889*	*24.8*	*27.6*	*12.4*	*7.4*	*.0094*
Scott, Va.	*224,988*	*19,801*	*26.2*	*24.9*	*14.6*	*10.0*	*.0084*
Washington, Va.	*428,209*	*19,362*	*28.5*	*28.7*	*12.5*	*7.2*	*.0147*
SUBURBAN TOTAL	3,016,301	20,165	27.2	29.6	13.5	7.3	.0961
KNOXVILLE	**6,097,300**	**19,760**	**26.1**	**26.6**	**13.3**	**9.5**	**.2480**
Anderson	811,497	23,402	22.8	27.3	15.8	14.1	.0287
• Oak Ridge	417,479	28,524	20.1	23.9	18.2	22.4	.0149
Blount	816,629	20,230	26.2	27.9	14.4	8.2	.0327
Grainger	111,113	14,060	34.5	22.6	5.3	2.6	.0039
Jefferson	322,575	20,080	27.5	29.0	12.6	8.6	.0106
Knox	3,551,217	20,013	25.5	26.1	13.7	10.2	.1504
• Knoxville	1,750,404	16,437	28.1	24.1	10.0	7.3	.0924
Sevier	402,499	17,180	30.6	27.9	9.2	5.2	.0187
Union	81,770	13,931	33.0	23.2	6.6	1.5	.0030
SUBURBAN TOTAL	3,929,417	20,967	25.6	28.2	14.5	9.6	.1407

TENN. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
MEMPHIS	9,488,274	21,097	23.5	25.8	14.8	11.6	.3773
Shelby	8,248,208	21,355	23.3	25.5	14.9	12.4	.3298
• Memphis	6,573,182	19,782	24.5	25.3	13.4	10.8	.2738
Tipton	270,918	17,612	23.8	26.8	12.0	5.7	.0100
Crittenden, Ark.	*371,915*	*15,606*	*26.5*	*23.3*	*11.0*	*5.6*	*.0188*
• West Memphis	*235,862*	*17,970*	*25.7*	*26.6*	*12.5*	*6.2*	*.0127*
De Soto, Miss.	*564,233*	*24,915*	*22.1*	*31.4*	*19.3*	*8.7*	*.0189*
SUBURBAN TOTAL	2,646,230	26,258	20.1	27.3	19.5	14.6	.0910
NASHVILLE	10,564,098	24,187	22.8	28.4	16.6	13.9	.3865
Cheatham	224,915	20,982	27.9	33.0	12.4	7.2	.0074
Davidson	5,989,406	23,684	23.4	27.7	16.0	14.2	.2337
• Nashville-Davidson	5,564,465	23,336	23.8	28.0	16.0	13.3	.2203
Dickson	316,989	20,552	25.5	29.8	14.0	7.6	.0116
Robertson	372,163	21,703	24.1	30.1	15.2	8.6	.0128
Rutherford	1,109,125	25,581	21.8	27.9	19.0	15.0	.0377
• Murfreesboro	443,332	22,725	23.8	25.1	15.8	15.3	.0186
Sumner	1,009,932	25,167	21.7	29.5	18.5	12.9	.0334
Williamson	880,483	29,643	19.5	25.9	18.9	21.8	.0280
Wilson	661,085	25,032	20.6	31.0	17.8	11.5	.0219
SUBURBAN TOTAL	4,556,298	25,462	21.7	29.0	17.6	14.4	.1476
OTHER COUNTIES							
Bedford	285,753	20,034	25.5	30.8	11.4	7.8	.0099
Benton	125,896	15,347	29.6	26.6	8.6	3.1	.0048
Bledsoe	71,585	14,981	28.7	22.8	9.5	4.4	.0025
Bradley	654,330	19,587	28.6	29.1	13.0	6.8	.0256
Campbell	250,209	13,690	30.5	23.6	6.1	3.1	.0105
Cannon	75,988	14,381	33.9	22.6	6.4	3.7	.0029
Carroll	222,615	15,503	29.2	26.7	7.9	4.0	.0089
Chester	97,102	15,178	25.2	26.9	8.3	3.7	.0037
Claiborne	163,938	12,325	31.8	18.5	6.7	3.0	.0058
Clay	57,703	13,224	31.4	21.9	5.5	3.5	.0019
Cocke	208,327	14,431	31.0	23.6	6.7	3.0	.0085
Coffee	400,975	20,469	26.6	27.9	13.1	10.1	.0160
Crockett	99,742	14,634	30.8	23.7	6.7	3.9	.0039
Cumberland	266,035	16,841	31.3	25.9	10.0	5.2	.0110
Decatur	100,651	17,118	27.6	25.5	11.0	6.3	.0036

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
De Kalb	107,208	13,598	31.6	23.1	5.7	2.2	.0041
Dyer	305,562	17,138	29.7	25.3	9.7	7.5	.0118
Fayette	162,993	14,908	28.2	22.9	8.9	5.0	.0060
Fentress	82,367	10,917	31.7	17.5	3.5	1.9	.0040
Franklin	289,822	18,795	27.9	28.3	12.7	5.8	.0105
Gibson	443,762	18,076	26.3	28.0	11.2	6.3	.0164
Giles	224,015	18,872	27.2	28.5	10.9	7.6	.0085
Greene	531,038	19,615	26.2	29.7	12.4	7.0	.0204
Grundy	102,261	14,647	32.9	23.1	6.1	4.0	.0039
Hamblen	506,491	18,809	29.9	28.9	12.0	5.8	.0207
Hancock	34,557	10,722	30.5	15.7	4.3	2.3	.0014
Hardeman	171,130	15,833	28.9	25.2	9.1	4.4	.0068
Hardin	164,806	15,024	30.5	24.8	8.1	3.0	.0067
Haywood	129,661	13,022	29.5	21.1	6.4	4.5	.0055
Henderson	200,158	18,658	27.0	29.9	10.8	5.9	.0071
Henry	249,379	16,270	31.6	24.6	9.7	4.9	.0098
Hickman	122,578	18,324	28.2	31.0	10.3	4.4	.0044
Houston	50,939	16,684	27.7	26.3	9.6	6.4	.0017
Humphreys	137,945	19,448	23.2	31.2	13.2	4.2	.0051
Jackson	66,052	14,217	29.5	21.3	8.6	4.4	.0023
Johnson	97,098	14,597	32.4	25.6	5.4	2.3	.0037
Lake	48,108	12,766	30.2	21.1	5.4	4.0	.0018
Lauderdale	191,572	16,201	27.4	25.6	8.9	5.1	.0067
Lawrence	312,960	19,211	27.2	28.6	12.6	6.6	.0117
Lewis	86,069	17,462	31.2	27.7	10.0	6.0	.0032
Lincoln	210,490	15,909	33.0	24.1	8.9	4.5	.0080
Loudon	372,055	24,868	22.8	25.2	17.3	16.6	.0118
McMinn	416,130	20,494	24.7	27.9	14.7	8.4	.0161
McNairy	188,223	15,785	29.1	26.9	7.7	4.4	.0069
Macon	131,623	16,705	29.4	29.8	7.0	3.9	.0045
Marshall	205,299	20,045	26.2	29.7	13.1	7.2	.0073
Maury	514,036	20,610	24.3	30.0	13.7	7.8	.0186
Meigs	59,633	17,545	30.0	26.9	11.9	4.6	.0021
Monroe	236,181	16,527	30.9	27.0	8.3	5.2	.0093
Moore	48,572	23,806	23.9	30.2	16.8	10.5	.0014
Morgan	134,315	16,576	29.7	25.8	10.8	4.9	.0043

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SOURCE: Simmons-Scarborough 1985 Newspaper Ratings Study

TENN. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
Obion	346,831	20,231	25.2	27.9	13.5	9.0	.0125
Overton	114,874	13,018	31.2	20.6	6.6	2.5	.0048
Perry	49,698	15,581	34.3	23.8	9.8	2.6	.0016
Pickett	26,845	13,059	37.3	17.5	7.3	1.6	.0013
Polk	96,579	15,902	29.9	27.9	8.1	2.5	.0034
Putnam	422,086	16,525	30.6	25.3	9.9	5.4	.0175
Rhea	214,477	17,891	27.4	26.3	11.7	6.7	.0076
Roane	490,554	20,951	24.6	28.1	14.3	9.7	.0177
Scott	130,661	11,965	31.9	18.2	4.6	3.4	.0053
Smith	128,247	18,179	28.3	29.3	10.2	5.4	.0046
Stewart	70,896	15,585	28.6	28.9	6.3	3.4	.0024
Trousdale	61,803	20,889	26.5	31.6	14.5	6.0	.0020
Van Buren	33,771	16,596	35.4	25.9	8.4	4.7	.0011
Warren	290,551	17,606	30.1	28.1	9.4	5.7	.0109
Wayne	114,217	17,970	26.4	30.0	10.2	4.7	.0039
Weakley	257,536	15,247	32.5	24.8	7.7	4.1	.0100
White	150,259	14,866	32.4	25.7	7.2	2.9	.0058
TOTAL METRO COUNTIES	**33,442,588**	**21,345**	**24.7**	**27.2**	**14.7**	**11.1**	**1.3003**
TOTAL STATE	**46,858,230**	**19,810**	**25.9**	**27.0**	**13.2**	**9.4**	**1.8077**

TEXAS

TEXAS

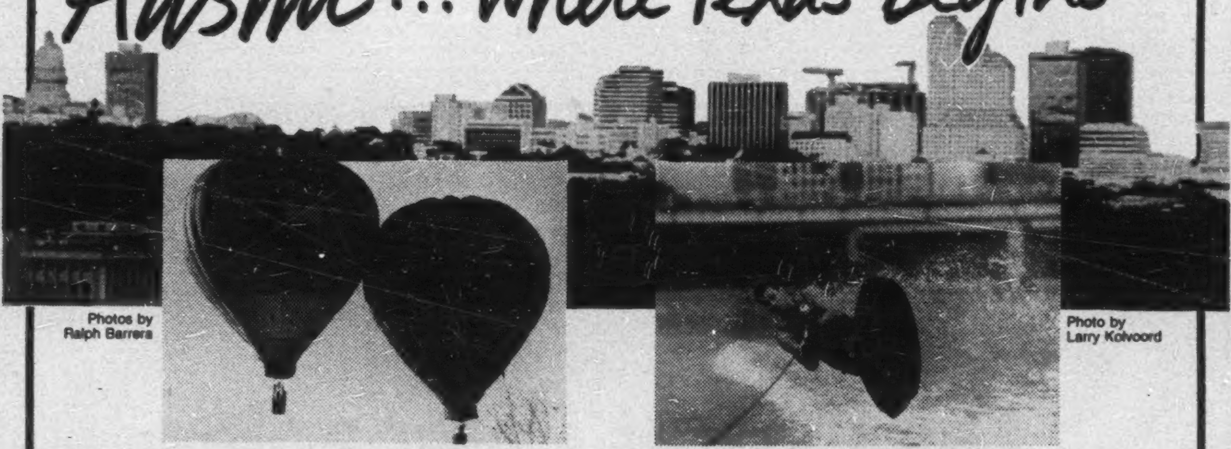
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ABILENE	**121.1**	**.0503**	**29.7**	**16.1**	**16.8**	**17.5**	**23.6**	**43.1**	**1,114,267**	**190,722**	**98,349**	**145,014**	**49,731**	**256,186**	**28,481**
Taylor	121.1	.0503	29.7	16.1	16.8	17.5	23.6	43.1	1,114,267	190,722	98,349	145,014	49,731	256,186	28,481
• Abilene	109.9	.0456	29.2	16.9	17.1	17.1	23.0	38.8	1,031,467	181,584	92,257	142,919	48,907	232,579	28,223
SUBURBAN TOTAL	11.2	.0047	35.3	8.4	13.9	21.6	28.9	4.3	82,800	9,138	6,092	2,095	824	23,607	258
AMARILLO	**196.6**	**.0816**	**30.6**	**13.0**	**18.0**	**18.7**	**29.5**	**74.6**	**1,377,143**	**267,357**	**140,796**	**152,588**	**71,691**	**340,474**	**21,614**
Potter	106.6	.0443	31.0	12.8	17.1	16.7	26.5	41.3	990,390	177,373	107,982	115,153	44,056	237,543	16,746
• Amarillo	163.9	.0681	30.9	12.1	18.3	18.2	24.2	63.5	1,331,087	265,749	136,149	142,782	68,713	326,435	21,130
Randall	90.0	.0373	30.3	13.2	19.1	21.1	19.9	33.3	386,753	89,984	32,814	37,435	27,635	102,931	4,868
SUBURBAN TOTAL	32.7	.0135	29.3	17.6	16.0	21.2	19.7	11.1	46,056	1,608	4,647	9,806	2,978	14,039	484
AUSTIN	**690.1**	**.2866**	**28.5**	**17.4**	**21.9**	**17.5**	**18.3**	**262.0**	**4,428,322**	**865,784**	**518,333**	**495,602**	**257,876**	**942,630**	**84,580**
Hays	51.0	.0212	24.5	28.8	15.1	14.7	18.2	16.2	206,722	46,570	32,699	14,618	5,410	33,454	2,630
Travis	529.8	.2200	28.5	18.1	23.0	17.2	17.8	209.8	3,814,624	693,644	456,309	444,491	239,017	821,010	71,497
• Austin	425.1	.1765	28.0	19.9	23.8	15.7	17.6	172.7	3,528,675	632,949	428,949	410,600	222,634	805,702	65,895
Williamson	109.3	.0454	30.5	9.1	19.2	20.3	20.9	36.0	406,976	125,570	29,325	36,493	13,449	88,166	10,453
SUBURBAN TOTAL	265.0	.1101	29.6	13.5	18.6	20.4	19.6	89.3	899,647	232,835	89,384	85,002	35,242	136,928	18,685

Austin* ... where Texas begins



Photos by
Ralph Barrera

Photo by
Larry Kolvoord

- Households owning VCR's more than doubled from 1984 to 1985.
- Home computer ownership increased by 43% from 1984 to 1985.
- Highest liquor sales increase of major Texas Metros.
- Effective buying income increased 13.3% from 1984 to 1985.
- Highest per capita spending in eating and drinking establishments among major Texas metros.
- Highest restaurant sales increase in Texas major metros.
- Austin accounts for half of wine and distilled spirits sales out of the San Antonio wholesale market, even though San Antonio has twice Austin's population.

Sources: 1986 Austin Scarborough Market Report, Texas Comptroller's Office, Texas Restaurant Association, Sales & Marketing Management 1986 Survey of Buying Power

Austin American-Statesman

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TEXAS (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BEAUMONT - PORT ARTHUR	394.7	.1639	31.4	11.6	16.6	18.6	25.4	140.7	2,399,909	510,876	206,039	296,526	106,358	500,611	72,384
Hardin	46.7	.0194	31.5	9.7	16.1	20.1	24.2	15.7	177,079	46,798	6,775	19,255	2,819	58,640	7,439
Jefferson	257.9	.1071	31.8	12.2	16.8	17.6	27.0	94.2	1,754,503	340,747	170,436	227,164	88,050	339,962	48,517
• Beaumont	123.3	.0512	31.1	12.8	17.8	16.9	26.1	45.5	1,088,547	168,123	114,079	164,214	65,971	208,933	25,122
• Port Arthur	63.9	.0265	32.7	11.7	14.8	15.5	31.2	23.5	376,917	91,594	28,951	43,021	15,144	89,087	10,484
Orange	90.1	.0374	30.2	10.9	16.9	20.5	21.3	30.8	468,327	123,331	28,828	52,107	15,489	102,009	16,428
SUBURBAN TOTAL	207.5	.0862	31.2	11.0	16.6	20.4	23.2	71.7	934,445	251,159	63,009	91,291	25,243	202,591	36,778
BRAZORIA	204.6	.0850	29.0	12.9	19.9	20.6	17.5	66.6	938,401	277,319	69,803	95,251	34,923	199,248	25,310
Brazoria	204.6	.0850	29.0	12.9	19.9	20.6	17.5	66.6	938,401	277,319	69,803	95,251	34,923	199,248	25,310
SUBURBAN TOTAL	204.6	.0850	29.0	12.9	19.9	20.6	17.5	66.6	938,401	277,319	69,803	95,251	34,923	199,248	25,310
BROWNSVILLE - HARLINGEN	242.5	.1007	27.3	10.4	15.5	16.3	21.7	69.0	1,340,711	327,299	123,976	169,798	75,308	223,988	27,974
Cameron	242.5	.1007	27.3	10.4	15.5	16.3	21.7	69.0	1,340,711	327,299	123,976	169,798	75,308	223,988	27,974
• Brownsville	96.3	.0400	26.3	10.9	15.9	16.6	19.6	26.5	677,700	171,555	51,056	108,882	46,765	100,549	15,571
• Harlingen	52.4	.0218	28.9	10.5	16.3	15.6	24.3	16.1	454,886	96,641	49,145	49,141	21,458	93,683	6,978
SUBURBAN TOTAL	93.8	.0389	27.4	9.9	14.9	16.3	22.3	26.4	208,125	59,103	23,775	11,775	7,085	29,756	5,425
BRYAN - COLLEGE STATION	112.7	.0468	24.1	32.8	17.1	13.3	15.4	40.6	740,010	167,136	89,311	114,425	25,663	116,376	10,582
Brazos	112.7	.0468	24.1	32.8	17.1	13.3	15.4	40.6	740,010	167,136	89,311	114,425	25,663	116,376	10,582
• Bryan	56.8	.0236	28.4	16.5	18.7	15.9	21.7	21.5	445,979	93,219	45,732	44,706	19,625	103,711	7,449
• College Station	47.1	.0196	22.6	56.2	14.8	8.8	7.0	15.8	282,848	69,743	42,173	68,970	5,391	11,739	3,080
SUBURBAN TOTAL	8.8	.0036	29.9	12.2	20.1	20.4	19.4	3.3	11,183	4,174	1,406	749	647	926	53
CORPUS CHRISTI	363.4	.1509	28.9	11.8	17.7	17.8	21.3	119.0	2,244,438	526,277	231,394	237,674	119,296	460,364	41,461
Nueces	299.1	.1242	28.9	12.1	18.0	17.6	21.4	99.1	1,970,110	432,217	215,034	220,118	113,817	395,961	33,766
• Corpus Christi	265.4	.1102	29.1	12.2	18.6	17.6	21.4	89.3	1,829,837	386,732	201,809	212,792	112,026	369,848	30,226
San Patricio	64.3	.0267	28.5	10.3	16.3	18.5	21.0	19.9	274,328	94,060	16,560	17,556	5,479	64,403	7,695
SUBURBAN TOTAL	98.0	.0407	28.2	10.6	15.7	18.3	21.1	29.7	414,601	139,545	29,785	24,882	7,270	90,516	11,235
DALLAS	2,296.0	.9532	30.2	12.2	20.2	20.5	19.8	858.1	16,261,030	3,100,008	1,816,924	1,879,702	857,953	3,621,969	400,276
Collin	198.5	.0824	29.7	8.4	20.0	24.3	15.2	64.5	1,128,252	259,434	92,078	180,271	74,298	193,718	32,854
Plano	100.2	.0416	28.5	7.4	23.5	26.6	8.2	31.2	684,260	168,594	68,030	155,572	33,450	51,517	18,249
Dallas	1,764.4	.7326	30.2	12.6	20.5	20.1	20.1	678.7	13,746,403	2,437,430	1,614,996	1,515,761	743,034	3,142,675	317,033
Carrollton	55.2	.0229	29.4	9.5	25.9	24.3	11.2	20.2	367,287	74,004	26,923	46,927	11,538	79,995	16,216
• Dallas	994.2	.4128	30.7	13.4	20.5	18.2	22.9	405.5	8,294,743	1,396,212	1,060,093	942,001	519,135	1,708,933	176,910
Garland	164.8	.0684	28.7	10.1	23.5	22.0	13.2	56.7	828,438	216,567	55,981	57,500	39,053	156,598	19,866
Grand Prairie	89.0	.0370	28.8	11.2	20.8	19.9	17.2	30.7	372,323	82,863	55,727	12,851	10,528	96,162	18,407
• Irving	126.9	.0527	29.3	14.3	20.4	22.4	16.0	48.1	1,011,588	184,809	79,066	105,203	30,834	412,014	22,509
Mesquite	79.5	.0330	28.5	11.6	19.6	23.6	13.7	26.1	645,098	98,704	39,505	188,153	22,864	90,010	14,477
Richardson	79.8	.0331	31.2	8.0	19.9	27.6	14.8	27.5	828,944	124,650	62,000	103,841	48,401	261,127	13,477
Denton	191.2	.0793	28.7	14.5	22.6	20.2	15.7	66.9	871,793	244,706	62,367	121,196	21,327	165,164	32,089
• Denton	51.0	.0212	27.1	26.2	19.9	15.7	18.5	18.9	439,915	96,835	35,540	78,797	10,489	88,517	21,777
Ellis	71.3	.0296	32.3	9.9	15.4	19.5	26.8	23.8	292,794	77,408	23,625	31,782	7,379	53,554	9,111
Kaufman	48.4	.0201	34.1	9.4	14.7	19.9	28.8	16.4	233,344	62,276	17,353	23,971	8,930	47,004	6,758
Rockwall	22.2	.0092	32.6	8.0	17.2	24.7	21.1	7.8	88,442	18,754	6,505	6,721	2,985	19,854	2,431
SUBURBAN TOTAL	1,123.9	.4665	30.0	10.2	20.2	22.5	17.3	385.6	6,614,784	1,422,152	642,225	753,701	297,495	1,412,505	179,080
DALLAS - FORT WORTH CONSOLIDATED AREA	*3,471.5*	*1.4412*	*30.4*	*12.2*	*19.8*	*20.4*	*20.5*	*1,289.8*	*24,048,339*	*4,728,745*	*2,596,983*	*2,840,737*	*1,196,635*	*5,311,811*	*575,050*
EL PASO	545.5	.2265	27.0	13.6	17.2	17.9	18.3	162.2	2,466,303	496,901	261,016	385,145	137,371	455,080	51,499
El Paso	545.5	.2265	27.0	13.6	17.2	17.9	18.3	162.2	2,466,303	496,901	261,016	385,145	137,371	455,080	51,499
• El Paso	476.2	.1977	27.7	12.7	17.1	18.2	19.2	146.5	2,400,915	480,103	254,466	383,359	133,940	446,398	49,372
SUBURBAN TOTAL	69.3	.0288	23.6	19.2	18.2	15.7	12.4	15.7	65,388	16,798	6,550	1,786	3,431	8,682	2,127

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

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TEXAS (cont.)

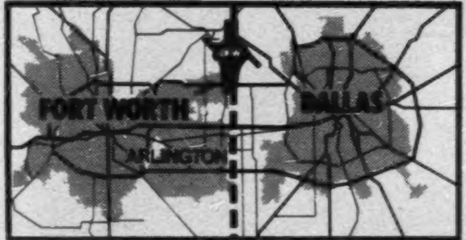
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
FORT WORTH - ARLINGTON	**1,175.5**	**.4880**	**30.9**	**12.2**	**18.8**	**20.1**	**22.2**	**431.7**	**7,687,309**	**1,628,737**	**780,059**	**961,035**	**338,682**	**1,689,842**	**174,774**
Johnson	90.0	.0374	32.5	9.9	15.9	20.9	25.1	31.1	397,795	105,076	28,814	44,409	7,769	92,012	14,825
Parker	55.6	.0230	34.2	9.6	14.8	21.7	27.2	19.8	226,986	59,719	17,045	11,782	3,826	55,098	6,763
Tarrant	1,029.9	.4276	30.7	12.6	19.1	20.0	21.7	380.8	7,062,528	1,463,942	734,200	904,844	327,087	1,542,732	153,186
• Arlington	221.3	.0919	28.7	14.8	23.6	20.9	14.3	83.2	1,628,890	340,169	186,877	221,958	54,556	423,777	26,744
• Fort Worth	429.3	.1783	31.5	13.1	17.9	16.9	26.8	165.0	3,370,934	602,548	360,437	397,066	183,288	806,358	74,201
SUBURBAN TOTAL	524.9	.2178	31.7	10.4	17.3	22.4	21.8	183.5	2,687,485	686,000	232,745	342,011	100,838	459,707	73,829
GALVESTON - TEXAS CITY	**218.1**	**.0905**	**31.2**	**11.3**	**17.7**	**19.3**	**24.1**	**78.8**	**1,301,020**	**346,218**	**139,879**	**120,540**	**37,242**	**259,223**	**36,387**
Galveston	218.1	.0905	31.2	11.3	17.7	19.3	24.1	78.8	1,301,020	346,218	139,879	120,540	37,242	259,223	36,387
• Galveston	63.5	.0264	32.1	13.2	17.9	16.1	28.8	25.2	445,725	111,888	69,440	53,537	14,631	67,433	9,994
• Texas City	43.9	.0182	30.8	11.1	17.2	19.0	23.8	15.2	291,138	71,920	21,382	16,390	9,644	86,700	9,307
SUBURBAN TOTAL	110.7	.0459	30.9	10.4	17.7	21.3	21.4	38.4	564,157	162,710	49,057	50,613	12,967	105,090	17,086
HOUSTON	**3,211.0**	**1.3332**	**29.2**	**12.4**	**21.9**	**20.0**	**17.4**	**1,168.8**	**21,642,709**	**4,488,576**	**2,327,638**	**2,531,298**	**1,138,510**	**4,588,833**	**616,406**
Fort Bend	196.8	.0817	28.4	9.6	23.9	20.4	13.8	61.9	591,051	165,216	33,154	17,629	15,487	145,162	16,738
Harris	2,755.4	1.1441	29.2	12.8	22.0	19.9	17.3	1,021.7	19,841,788	4,051,237	2,219,899	2,431,651	1,093,937	4,071,198	563,686
• Baytown	60.3	.0250	28.9	12.7	19.3	17.6	20.7	21.7	448,851	118,094	37,730	37,236	15,146	113,091	12,909
• Houston	1,735.6	.7207	29.4	14.0	21.9	18.9	18.8	665.4	14,397,127	2,775,636	1,684,089	1,804,896	849,632	2,889,057	412,507
Pasadena	119.4	.0496	27.8	14.8	20.2	18.9	16.6	42.2	799,897	178,312	76,921	141,826	35,552	149,895	22,660
Liberty	57.1	.0237	31.7	9.8	16.3	19.0	25.6	19.9	313,406	88,847	17,669	27,084	5,089	85,558	11,513
Montgomery	177.9	.0738	30.4	9.1	17.7	23.3	18.6	58.3	629,658	159,393	47,754	42,815	20,713	119,252	20,896
Waller	23.8	.0099	28.2	20.4	14.1	16.4	24.0	7.0	266,806	23,883	9,162	12,119	3,284	167,663	3,573
SUBURBAN TOTAL	1,415.1	.5875	29.0	10.5	21.5	21.6	15.6	481.7	6,796,731	1,594,846	605,819	689,166	273,732	1,586,685	190,990
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,633.7***	***1.5087***	***29.5***	***12.4***	***21.4***	***20.0***	***17.8***	***1,314.2***	***23,882,130***	***5,112,113***	***2,537,320***	***2,747,089***	***1,218,675***	***5,047,304***	***678,105***
KILLEEN - TEMPLE	**234.0**	**.0972**	**25.8**	**21.2**	**18.6**	**15.9**	**17.0**	**75.0**	**1,073,072**	**237,760**	**114,500**	**171,117**	**53,733**	**234,653**	**22,441**
Bell	170.0	.0706	26.9	18.5	18.5	16.2	18.8	58.5	955,309	201,242	103,760	152,119	44,648	212,346	19,667
• Killeen	57.4	.0238	24.0	23.9	19.6	15.7	11.3	21.2	433,695	80,129	44,253	70,383	24,709	117,716	7,784
• Temple	45.7	.0190	33.4	10.5	16.9	16.7	30.5	17.8	387,228	82,641	41,252	71,237	17,958	79,741	11,229
Coryell	64.0	.0266	24.0	28.5	18.5	15.1	12.2	16.5	117,763	36,518	10,740	18,998	9,085	22,307	2,774
SUBURBAN TOTAL	130.9	.0544	24.8	23.6	18.7	15.8	14.8	36.0	252,149	74,990	28,995	29,497	11,066	37,196	3,428
LAREDO	**118.5**	**.0492**	**25.7**	**11.7**	**15.6**	**16.1**	**19.4**	**31.4**	**971,387**	**211,799**	**62,065**	**155,949**	**95,937**	**96,019**	**17,454**
Webb	118.5	.0492	25.7	11.7	15.6	16.1	19.4	31.4	971,387	211,799	62,065	155,949	95,937	96,019	17,454
• Laredo	109.0	.0453	25.6	11.8	15.5	15.7	19.8	29.0	958,656	211,768	60,354	155,403	95,892	96,004	17,444
SUBURBAN TOTAL	9.5	.0039	26.7	10.1	17.0	20.4	15.5	2.4	12,731	31	1,711	546	45	15	10

ONE MAJOR MARKET.



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Sources: 1986 Scarborough Study, S&MM 1985 Survey of Buying Power

TEXAS (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LONGVIEW - MARSHALL	**171.5**	**.0712**	**31.7**	**11.7**	**16.5**	**18.3**	**26.2**	**61.9**	**1,271,899**	**271,138**	**113,086**	**163,192**	**68,824**	**308,946**	**32,666**
Gregg	113.9	.0473	31.3	12.2	17.3	18.5	25.0	41.8	995,195	219,985	90,806	141,771	40,703	243,931	24,044
• Longview	74.9	.0311	31.1	12.8	17.8	18.5	24.6	27.8	762,295	161,176	74,659	129,452	37,557	182,974	16,735
Harrison	57.6	.0239	32.5	10.6	14.7	17.9	28.5	20.1	276,704	51,153	22,280	21,421	28,121	65,015	8,622
• Marshall	24.9	.0103	33.1	11.6	14.4	15.2	32.0	9.0	223,066	43,193	16,126	18,538	13,774	60,004	7,994
SUBURBAN TOTAL	71.7	.0298	31.9	10.5	15.7	19.2	25.9	25.1	286,538	66,769	22,331	15,202	17,493	95,968	7,937
LUBBOCK	**221.6**	**.0920**	**27.5**	**18.4**	**18.3**	**17.0**	**19.3**	**78.5**	**1,527,429**	**283,526**	**151,704**	**195,364**	**93,950**	**388,442**	**23,393**
Lubbock	221.6	.0920	27.5	18.4	18.3	17.0	19.3	78.5	1,527,429	283,526	151,704	195,364	93,950	388,442	23,393
• Lubbock	180.6	.0750	27.2	19.8	18.8	16.3	19.0	65.4	1,405,191	262,859	146,827	189,010	93,222	335,728	21,896
SUBURBAN TOTAL	41.0	.0170	29.1	12.0	16.3	19.9	20.6	13.1	122,238	20,667	4,877	6,354	728	52,714	1,497
McALLEN - EDINBURG - MISSION	**345.9**	**.1436**	**26.4**	**10.8**	**15.7**	**15.7**	**20.8**	**94.2**	**1,612,814**	**345,563**	**124,128**	**233,483**	**96,317**	**265,583**	**36,668**
Hidalgo	345.9	.1436	26.4	10.8	15.7	15.7	20.8	94.2	1,612,814	345,363	124,128	233,483	96,317	265,583	36,668
• Edinburg	30.7	.0127	26.3	14.0	16.4	15.1	20.5	8.8	155,988	48,447	13,265	13,822	8,484	35,445	4,656
• McAllen	78.9	.0328	28.3	10.1	17.1	17.1	21.4	23.6	857,466	119,305	68,764	138,512	68,224	140,441	18,541
• Mission	29.5	.0122	28.6	10.5	14.3	14.7	26.2	8.5	114,005	44,379	6,618	13,712	4,313	20,133	2,758
SUBURBAN TOTAL	206.8	.0859	25.3	10.7	15.3	15.3	19.9	53.3	485,355	133,432	35,481	67,437	15,296	69,564	10,713
MIDLAND	**112.3**	**.0466**	**30.3**	**11.9**	**18.8**	**19.1**	**22.0**	**41.0**	**1,128,452**	**219,708**	**96,751**	**160,104**	**66,966**	**185,127**	**19,627**
Midland	112.3	.0466	30.3	11.9	18.8	19.1	22.0	41.0	1,128,452	219,708	96,751	160,104	66,966	185,127	19,627
• Midland	100.8	.0419	30.5	11.8	19.0	18.7	22.7	37.2	1,068,723	215,692	95,935	160,070	66,882	170,746	19,620
SUBURBAN TOTAL	11.5	.0047	28.7	12.9	17.4	22.8	16.2	3.8	59,729	4,016	816	34	84	14,381	7
ODESSA	**140.1**	**.0582**	**29.0**	**13.4**	**18.8**	**18.5**	**20.1**	**50.8**	**1,376,163**	**259,563**	**143,794**	**190,769**	**85,445**	**315,148**	**20,438**
Ector	140.1	.0582	29.0	13.4	18.8	18.5	20.1	50.8	1,376,163	259,563	143,794	190,769	85,445	315,148	20,438
• Odessa	108.8	.0452	29.3	13.4	19.0	18.3	20.8	40.0	1,266,264	246,035	126,035	187,694	81,855	311,763	19,498
SUBURBAN TOTAL	31.3	.0130	27.9	13.4	18.0	19.3	17.8	10.8	109,899	13,528	17,759	3,075	3,590	3,385	940
SAN ANGELO	**96.4**	**.0400**	**31.1**	**14.5**	**16.7**	**17.3**	**26.2**	**35.0**	**710,053**	**142,404**	**69,356**	**97,744**	**38,155**	**157,161**	**14,646**
Tom Green	96.4	.0400	31.1	14.5	16.7	17.3	26.2	35.0	710,053	142,404	69,356	97,744	38,155	157,161	14,646
• San Angelo	84.9	.0353	30.6	15.3	16.8	16.7	25.9	31.2	695,616	140,272	68,509	97,620	38,116	155,828	14,621
SUBURBAN TOTAL	11.5	.0047	35.3	8.8	15.1	22.0	28.5	3.8	14,437	2,132	847	124	39	1,333	25
SAN ANTONIO	**1,209.2**	**.5020**	**29.4**	**12.7**	**17.5**	**18.1**	**22.2**	**406.4**	**6,723,486**	**1,510,469**	**788,066**	**819,620**	**362,626**	**1,262,930**	**120,117**
Bexar	1,106.9	.4596	29.1	12.9	17.8	17.9	21.6	370.2	6,353,518	1,412,984	755,370	797,748	347,124	1,189,919	110,710
• San Antonio	872.1	.3621	29.3	12.6	17.3	17.1	22.9	294.6	5,474,434	1,174,627	660,228	684,961	290,665	1,102,365	100,160
Comal	46.2	.0191	35.9	8.7	14.7	19.5	31.8	16.8	188,211	54,321	18,384	12,552	6,008	36,079	3,734
Guadalupe	56.1	.0233	32.1	11.4	15.3	19.9	25.7	19.4	181,757	43,164	14,312	9,320	9,494	36,932	5,673
SUBURBAN TOTAL	337.1	.1399	29.8	12.9	18.3	20.6	20.0	111.8	1,249,052	335,842	127,838	134,659	71,961	160,565	19,957
SHERMAN - DENISON	**96.5**	**.0400**	**34.7**	**10.7**	**15.4**	**18.4**	**31.2**	**37.0**	**568,751**	**112,571**	**46,649**	**73,905**	**24,619**	**130,822**	**19,348**
Grayson	96.5	.0400	34.7	10.7	15.4	18.4	31.2	37.0	568,751	112,571	46,649	73,905	24,619	130,822	19,348
• Denison	24.6	.0102	34.3	10.5	15.9	17.4	31.5	9.7	180,750	39,270	15,457	16,996	4,025	45,371	10,458
• Sherman	31.7	.0132	32.8	13.3	16.6	16.9	29.5	12.3	308,820	53,032	26,618	52,745	18,407	62,827	6,083
SUBURBAN TOTAL	40.2	.0166	36.7	8.9	14.0	20.2	32.3	15.0	79,181	20,269	4,574	4,164	2,187	22,624	2,807
TEXARKANA	**120.7**	**.0501**	**32.8**	**9.6**	**16.1**	**17.7**	**28.7**	**44.2**	**725,302**	**153,497**	**61,652**	**101,144**	**31,889**	**134,441**	**22,540**
Bowie	81.4	.0338	33.1	9.6	16.0	18.1	28.8	30.0	541,049	89,711	43,695	90,440	24,323	125,629	14,173
• Texarkana	33.8	.0140	33.2	10.2	16.2	15.0	32.1	13.2	415,442	58,551	31,925	79,072	21,716	103,992	10,606
Miller, Ark.	*39.3*	*.0163*	*32.2*	*9.7*	*15.9*	*16.9*	*28.7*	*14.2*	*184,253*	*63,786*	*17,957*	*10,704*	*7,566*	*8,812*	*8,367*
• *Texarkana*	*22.5*	*.0093*	*33.7*	*9.8*	*15.5*	*15.8*	*32.1*	*8.5*	*175,835*	*62,320*	*16,630*	*10,661*	*7,385*	*8,522*	*8,353*
SUBURBAN TOTAL	64.4	.0268	32.3	9.2	16.2	19.8	25.8	22.5	134,025	32,626	13,097	11,411	2,788	21,927	3,581
TYLER	**151.9**	**.0630**	**32.2**	**11.1**	**16.6**	**18.4**	**27.0**	**55.4**	**936,355**	**172,532**	**73,626**	**144,695**	**42,648**	**207,924**	**28,094**
Smith	151.9	.0630	32.2	11.1	16.6	18.4	27.0	55.4	936,355	172,532	73,626	144,695	42,648	207,924	28,094
• Tyler	76.0	.0316	31.7	12.6	17.0	17.2	27.1	28.7	833,330	150,739	66,241	142,253	40,224	195,474	24,265
SUBURBAN TOTAL	75.9	.0314	32.8	9.7	16.1	19.6	26.9	26.7	103,025	21,793	7,385	2,442	2,424	12,450	3,829

SIMMONS-SCARBOROUGH 1985 STUDY OF SAN ANTONIO MSA SHOWS

San Antonio's Newspaper Leader
Both Daily and Sunday is the

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THE LIGHT LEADS IN

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POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
VICTORIA	**77.7**	**.0323**	**29.3**	**12.0**	**18.0**	**18.4**	**21.3**	**26.5**	**575,785**	**117,442**	**47,452**	**76,272**	**24,727**	**112,919**	**9,666**
Victoria	77.7	.0323	29.3	12.0	18.0	18.4	21.3	26.5	575,785	117,442	47,452	76,272	24,727	112,919	9,666
• Victoria	57.5	.0239	29.2	12.6	18.2	17.8	21.6	19.9	561,727	114,393	42,991	75,654	24,576	112,336	9,655
SUBURBAN TOTAL	20.2	.0084	29.7	10.2	17.5	20.4	20.3	6.6	14,058	3,049	4,461	618	151	583	11
WACO	**187.7**	**.0779**	**31.7**	**14.9**	**15.2**	**16.6**	**28.3**	**68.9**	**1,107,357**	**245,455**	**110,133**	**157,950**	**46,197**	**221,691**	**22,640**
McLennan	187.7	.0779	31.7	14.9	15.2	16.6	28.3	68.9	1,107,357	245,455	110,133	157,950	46,197	221,691	22,640
• Waco	106.8	.0443	30.6	18.6	15.0	13.8	29.6	40.4	876,902	164,368	95,068	148,205	37,640	171,055	17,874
SUBURBAN TOTAL	80.9	.0336	33.0	10.0	15.6	20.3	26.6	28.5	230,455	81,087	15,065	9,745	8,557	50,636	4,766
WICHITA FALLS	**124.8**	**.0519**	**31.0**	**14.7**	**16.9**	**18.2**	**25.1**	**45.2**	**910,130**	**155,582**	**81,010**	**146,707**	**53,100**	**206,435**	**20,548**
Wichita	124.8	.0519	31.0	14.7	16.9	18.2	25.1	45.2	910,130	155,582	81,010	146,707	53,100	206,435	20,548
• Wichita Falls	97.9	.0407	30.5	15.9	17.7	17.0	25.0	35.6	793,026	131,624	74,810	129,679	51,586	164,489	18,253
SUBURBAN TOTAL	26.9	.0112	33.5	10.6	14.4	22.3	25.6	9.6	117,104	23,958	6,200	17,028	1,514	41,946	2,295
OTHER COUNTIES															
Anderson	47.3	.0197	32.0	13.9	17.9	15.5	29.2	14.7	234,561	58,681	15,408	14,354	9,148	49,180	7,163
Andrews	15.6	.0064	28.9	12.0	15.9	18.8	21.4	5.1	73,270	19,840	6,426	3,237	863	23,352	2,493
Angelina	71.5	.0297	31.0	10.8	16.4	18.3	25.0	24.5	384,415	91,631	29,996	53,833	18,772	76,639	13,265
Aransas	18.2	.0076	36.7	8.6	12.9	17.4	34.8	6.7	82,269	28,461	9,293	2,426	3,910	5,127	1,340
Archer	8.5	.0035	34.2	9.6	14.7	19.4	29.4	3.0	25,191	6,694	1,066	1,230	164	9,943	875
Armstrong	2.1	.0009	39.9	7.1	12.5	19.1	37.7	.8	11,593	2,240	826		160	3,238	176
Atascosa	30.0	.0124	30.7	9.7	14.5	17.8	26.0	9.9	96,024	34,104	5,249	4,952	1,492	14,464	1,885
Austin	21.5	.0090	36.4	8.5	13.9	17.4	34.4	7.8	108,582	24,458	7,372	10,422	2,243	27,454	4,411
Bailey	8.0	.0033	30.9	10.4	13.3	18.3	26.2	2.7	29,306	4,754	2,252	1,287	1,029	10,685	455
Bandera	9.1	.0038	41.8	6.8	12.0	18.9	39.9	3.5	22,806	9,512	1,187	541	750	4,573	756
Bastrop	32.9	.0136	34.2	9.6	14.7	16.9	31.9	11.7	114,119	41,973	11,403	5,995	2,416	20,377	3,169
Baylor	4.9	.0021	43.2	7.1	11.9	16.7	42.7	1.9	41,238	7,823	2,018	1,436	295	11,179	1,265
Bee	28.5	.0118	28.2	13.8	16.8	16.7	21.9	9.1	133,603	36,326	10,823	10,240	5,889	24,024	4,395
Blanco	5.5	.0023	40.7	7.7	12.2	17.5	39.8	2.3	16,182	5,027	2,934		251	787	116
Borden	.9	.0004	33.4	8.9	13.0	20.3	27.6	.3	167	47					
Bosque	15.1	.0062	45.4	6.9	11.4	15.3	46.1	6.2	53,518	11,515	2,911	2,320	1,586	12,702	2,258
Brewster	7.8	.0032	29.6	17.8	15.9	15.6	25.8	2.9	42,278	12,741	3,095	3,564	576	9,613	2,160
Briscoe	2.4	.0010	35.3	8.4	14.0	16.5	34.0	1.0	5,256	2,140	194		78	1,182	210
Brooks	9.1	.0038	30.9	10.5	13.4	17.2	27.4	2.8	41,481	13,623	3,672	1,016	1,608	9,218	1,082
Brown	37.3	.0155	34.5	10.5	14.6	16.8	32.5	14.2	198,347	46,445	17,772	23,696	7,578	32,761	7,645
Burleson	14.9	.0062	36.7	9.5	12.8	16.2	35.6	5.2	73,970	20,411	4,793	2,994	1,910	20,475	1,438
Burnet	23.8	.0098	42.6	6.9	11.9	16.0	42.6	9.6	154,383	28,110	12,307	28,301	8,342	20,639	3,770
Caldwell	26.6	.0111	30.1	13.9	14.1	15.0	28.0	8.5	96,669	28,053	7,812	9,579	2,899	22,674	2,146
Calhoun	21.4	.0089	30.3	11.3	15.4	19.6	23.1	7.3	102,831	31,769	7,235	8,407	2,960	15,716	3,105
Callahan	13.4	.0055	38.5	8.0	13.0	19.1	35.5	4.9	32,634	11,935	2,764	1,003	353	9,253	1,001
Camp	10.1	.0042	34.7	9.1	14.7	16.1	33.5	3.9	41,044	5,976	3,248	1,105	3,061	10,819	1,700
Carson	6.9	.0029	34.5	8.6	14.3	19.5	29.8	2.4	16,474	6,004	1,102		140	2,864	312
Cass	31.8	.0132	34.5	9.1	14.0	18.0	31.3	11.3	93,363	32,444	4,723	12,469	3,800	15,061	3,469
Castro	10.4	.0043	27.0	9.6	15.4	18.0	19.6	3.3	31,920	10,501	1,438	611	395	7,604	610
Chambers	22.3	.0093	29.7	10.7	18.5	19.4	20.7	7.7	67,132	21,899	2,436	1,758	800	15,889	2,696
Cherokee	42.4	.0176	35.9	9.6	13.8	17.3	33.8	15.1	174,007	36,412	9,537	20,241	3,028	46,293	4,150
Childress	6.9	.0028	40.0	8.1	12.2	16.9	39.0	2.7	28,528	11,216	2,898	1,245	473	5,914	1,037
Clay	10.4	.0044	37.9	8.9	13.0	19.9	34.3	4.1	50,758	9,562	2,947	2,389	1,321	7,009	2,313
Cochran	5.0	.0020	29.2	10.1	13.1	18.4	24.0	1.6	14,428	2,786	338	221	618	5,795	211
Coke	3.3	.0014	45.2	7.3	10.1	17.1	44.3	1.3	14,979	4,092	331	160	186	8,061	
Coleman	10.5	.0044	43.6	7.6	11.0	14.8	44.2	4.3	36,743	12,657	1,695	1,707	438	6,803	1,333
Collingsworth	4.4	.0018	38.0	8.3	12.4	15.3	37.9	1.7	18,344	4,264	671	778	511	5,827	583
Colorado	20.1	.0084	36.5	9.5	13.6	17.1	34.7	7.5	110,432	30,084	8,922	2,948	3,253	27,244	4,077
Comanche	13.1	.0055	41.8	7.1	12.0	17.2	41.1	5.0	47,432	14,421	2,541	4,753	1,035	10,382	1,449
Concho	3.0	.0012	39.8	7.1	12.9	15.0	40.3	1.1	12,371	1,978	224	382	52	6,131	188
Cooke	30.5	.0127	33.1	10.9	15.2	17.0	30.1	11.2	165,876	39,067	12,825	18,431	4,883	30,531	3,990
Cottle	2.7	.0011	40.4	7.6	11.9	16.7	39.7	1.1	12,366	3,463	726	533	185	3,167	328
Crane	4.8	.0020	29.1	11.2	15.3	18.1	22.8	1.7	36,995	15,236	1,606	1,038	385	11,853	2,177
Crockett	4.7	.0019	29.6	10.6	16.1	19.3	22.1	1.6	44,814	9,214	1,142	657	866	7,533	1,267
Crosby	8.5	.0036	31.7	10.1	11.6	18.1	28.1	2.8	18,163	7,069	276	1,094	452	4,975	342
Culberson	3.5	.0014	26.4	11.1	14.9	18.6	18.6	1.0	42,010	6,107	2,652	254	808	5,862	602
Dallam	7.0	.0029	31.1	9.8	15.3	18.0	26.1	2.6	28,922	5,514	3,302	1,658	78	8,852	342
Dawson	16.8	.0070	31.4	9.6	14.3	17.2	27.7	5.6	83,382	25,230	5,768	5,246	3,160	19,351	4,339
Deaf Smith	21.8	.0091	27.5	10.0	15.9	17.9	20.3	6.8	67,716	21,327	5,822	3,634	2,716	14,018	1,713
Delta	5.0	.0021	43.7	6.7	10.2	15.7	45.0	1.9	9,744	3,756	253	139	238	2,837	120
De Witt	19.6	.0082	38.9	8.4	12.8	15.0	38.9	7.2	99,279	22,413	6,794	9,004	2,440	23,602	4,639
Dickens	3.3	.0014	40.4	7.5	11.1	16.1	40.2	1.3	15,019	4,903	823	595		3,646	690
Dimmit	12.4	.0051	26.9	10.6	15.4	15.0	22.5	3.4	30,560	11,382	1,654	4,407	233	2,222	353
Donley	4.2	.0017	41.4	9.8	11.2	16.1	41.7	1.6	33,032	6,534	1,143	4,027	1,228	13,610	1,785
Duval	13.3	.0056	30.6	10.1	13.1	15.8	28.4	4.2	36,362	14,271	2,420	1,732	917	5,901	663
Eastland	20.3	.0084	40.8	10.9	11.9	15.3	40.9	8.1	99,638	27,710	9,406	2,697	2,151	23,431	4,188
Edwards	2.0	.0008	32.8	6.9	13.1	18.6	28.4	.7	6,589	2,229	432	141		91	130
Erath	25.5	.0106	34.7	15.0	13.9	15.4	34.2	10.1	117,068	28,457	11,319	10,187	2,308	29,330	4,498
Falls	18.6	.0077	40.8	8.6	11.7	14.6	41.1	7.3	57,673	16,195	2,369	8,222	1,242	6,320	4,106
Fannin	25.7	.0107	41.1	7.9	11.9	17.0	40.4	10.2	90,930	21,995	4,062	6,296	2,078	34,841	4,300
Fayette	19.9	.0083	42.8	8.4	12.4	14.6	43.3	8.0	137,663	30,971	19,308	8,616	3,420	23,081	3,947
Fisher	5.6	.0023	39.8	7.1	11.6	16.8	39.1	2.1	14,326	3,937	1,238	832	630	3,800	1,174
Floyd	9.4	.0039	32.8	8.9	12.6	17.7	29.5	3.2	26,406	4,840	1,339	956	138	9,381	778
Foard	2.1	.0009	43.5	6.9	11.6	15.7	43.4	.9	6,638	2,628	298			2,025	141
Franklin	8.0	.0033	38.3	7.9	13.7	17.2	36.7	3.1	26,597	7,938	864	605	1,701	4,744	1,803
Freestone	17.8	.0074	36.8	8.6	13.4	15.3	36.6	6.5	56,801	18,500	6,084	3,212	1,412	9,342	1,475
Frio	15.0	.0062	27.1	10.3	14.5	15.9	22.7	4.4	35,050	11,459	2,680	1,337	394	6,844	1,244
Gaines	14.6	.0061	28.5	10.7	14.9	18.8	21.5	4.7	56,437	16,939	5,119	986	2,944	21,262	2,226

TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Garza	5.2	.0022	32.6	9.5	13.7	18.0	28.8	1.8	20,706	8,045	1,191	364	659	860	360
Gillespie	16.0	.0066	42.3	7.4	11.8	16.9	41.8	6.3	101,846	26,659	7,716	5,014	4,506	18,251	2,028
Glasscock	1.3	.0006	27.1	9.9	15.9	17.8	19.7	.4	758	542	134				
Goliad	5.5	.0023	34.5	9.1	13.7	16.7	32.7	1.9	20,006	8,492	1,241	512	185	4,495	900
Gonzales	17.1	.0071	35.3	9.1	12.8	15.7	34.7	6.0	102,253	27,606	6,237	15,406	4,547	17,336	3,552
Gray	26.7	.0111	35.0	10.1	14.6	18.9	31.2	10.4	204,129	57,237	14,895	24,343	10,330	36,588	4,038
Grimes	18.0	.0075	39.2	8.8	12.8	14.1	40.2	5.4	85,345	14,482	4,207	13,322	1,128	24,344	1,549
Hale	38.5	.0160	30.0	11.2	14.9	17.4	25.3	12.7	149,944	34,768	12,457	22,052	6,043	37,526	5,300
Hall	5.4	.0022	39.3	7.4	12.4	16.2	39.1	2.1	16,995	8,504	1,211	1,597	261	1,697	716
Hamilton	9.0	.0037	47.2	6.8	10.7	15.5	47.3	3.8	28,865	8,864	2,005	2,054	1,323	3,725	1,719
Hansford	6.4	.0027	31.9	9.6	16.3	20.6	24.3	2.4	31,414	7,596	2,027	1,398	1,268	10,987	1,244
Hardeman	6.2	.0026	40.2	7.6	11.3	15.9	40.2	2.4	19,058	8,124	2,502	495	306	964	514
Hartley	4.5	.0019	34.7	6.8	14.8	21.1	28.5	1.4	18,537	7,676	347		1,978	5,836	
Haskell	7.6	.0031	42.0	7.5	11.1	15.3	41.8	2.9	33,567	7,706	1,926	2,246	749	11,244	1,496
Hemphill	6.4	.0027	28.6	12.8	17.7	17.6	21.1	2.2	30,405	5,398	1,812		853	5,283	1,382
Henderson	56.4	.0234	39.1	8.7	12.2	17.8	37.3	21.9	174,863	46,558	9,908	16,450	3,191	36,716	8,535
Hill	27.6	.0115	40.6	8.3	12.1	15.9	40.4	10.6	136,572	31,986	10,604	12,695	2,578	29,161	4,197
Hockley	25.0	.0103	28.1	13.6	15.1	17.5	22.2	8.3	95,262	27,929	7,679	6,658	1,227	30,972	2,958
Hood	26.1	.0109	36.8	9.2	15.0	18.3	34.1	10.1	110,090	24,242	9,948	13,883	1,421	30,574	2,382
Hopkins	28.8	.0119	35.1	9.3	15.1	17.1	33.0	10.9	140,347	30,016	15,940	13,239	2,864	37,896	4,163
Houston	24.4	.0102	35.1	9.0	18.1	16.8	33.4	8.4	78,098	19,019	4,869	6,841	2,632	25,184	2,982
Howard	34.8	.0144	33.7	10.6	14.9	19.3	28.8	13.0	272,104	63,894	24,943	38,224	8,157	63,135	6,900
Hudspeth	2.6	.0011	27.6	10.7	14.7	18.0	21.2	.8	5,689	2,256	190	86	71	820	
Hunt	64.7	.0269	34.4	12.1	13.8	19.3	29.9	24.1	302,323	80,405	27,532	30,450	12,172	51,535	9,358
Hutchinson	27.7	.0115	33.9	10.3	15.4	17.3	30.9	10.5	167,056	49,385	14,878	17,031	5,151	32,241	6,305
Irion	1.6	.0006	34.3	8.7	14.0	19.7	29.3	.5	2,305	904				44	
Jack	8.0	.0034	37.1	9.1	14.1	16.8	35.7	3.0	26,067	7,327	3,719	1,472	543	5,234	650
Jackson	13.8	.0057	33.3	10.3	14.3	17.9	29.6	4.9	68,339	21,641	3,055	3,202	1,609	23,961	1,629
Jasper	34.6	.0143	33.3	9.3	14.1	18.4	29.2	12.3	165,214	37,991	8,165	18,494	5,269	35,628	4,310
Jeff Davis	1.8	.0008	34.6	8.5	15.1	18.7	30.7	.6	4,889	3,115	824				
Jim Hogg	5.4	.0022	30.2	9.8	14.1	16.7	26.4	1.8	40,224	7,980	1,813	2,070	1,426	8,382	1,301
Jim Wells	39.4	.0164	29.0	10.8	15.6	17.3	23.4	12.4	233,140	63,113	17,419	16,672	7,754	56,914	4,615
Jones	18.5	.0076	37.7	7.9	12.6	17.2	36.1	6.8	77,046	16,254	3,730	2,204	1,160	28,620	2,749
Karnes	13.6	.0057	32.7	10.3	13.4	15.2	31.7	4.6	78,114	20,830	5,080	3,091	1,992	25,132	1,455
Kendall	14.4	.0060	37.7	7.5	12.8	21.8	32.4	5.0	73,847	17,709	5,094	1,866	923	30,069	1,388
Kenedy	.5	.0002	31.2	14.0	9.4	17.0	29.4	.2	2,342	950		1,392			
Kent	1.2	.0005	41.9	9.1	11.0	16.1	40.6	.4	5,796	1,231	129	1,165	96	1,805	
Kerr	35.8	.0148	43.0	8.2	12.0	15.8	43.1	14.0	191,133	48,224	17,606	20,906	6,863	26,375	5,032
Kimble	4.2	.0018	40.0	7.2	11.8	17.8	38.7	1.6	34,346	7,350	2,696	2,088	435	6,510	239
King	.4	.0001	28.8	12.3	16.5	17.4	22.3	.2	1,268	113				74	
Kinney	2.6	.0011	34.5	8.1	13.1	14.6	34.7	.8	3,335	555	379	63	55	1,283	
Kleberg	34.1	.0142	25.9	18.7	18.3	15.5	17.9	10.8	181,414	58,731	21,329	14,251	6,434	32,869	3,188
Knox	5.2	.0021	41.2	8.0	10.9	15.5	40.9	1.9	15,803	7,352	767	450	128	977	1,691
Lamar	45.2	.0188	35.2	9.7	13.7	18.0	32.3	17.0	234,010	44,644	20,080	36,099	10,638	46,548	7,060
Lamb	18.6	.0077	32.7	9.2	13.4	17.1	29.8	6.3	57,781	18,383	3,527	2,009	1,584	11,932	2,684
Lampasas	14.0	.0058	35.6	8.2	14.1	19.1	31.6	5.2	48,358	10,934	3,168	5,726	1,098	13,812	1,667
La Salle	5.9	.0025	29.6	9.8	13.9	17.0	25.5	1.9	13,854	3,491	567	2,608	54	2,491	720
Lavaca	20.1	.0083	40.3	8.3	12.3	15.1	40.6	7.6	97,463	32,502	3,193	2,993	4,371	20,316	4,082
Lee	13.2	.0055	34.8	9.6	13.0	16.2	33.5	4.7	125,420	31,858	10,831	2,732	8,993	22,839	2,333
Leon	11.9	.0050	42.8	7.3	11.3	15.2	43.1	5.0	55,740	12,922	5,899	1,612	3,757	7,198	1,359
Limestone	23.2	.0096	38.9	9.1	13.2	15.9	38.5	8.4	83,406	25,742	3,822	8,267	3,536	13,155	2,249
Lipscomb	.4.1	.0017	33.2	8.6	15.4	19.0	28.2	1.4	13,883	4,003	1,628	637	266	1,921	205
Live Oak	10.9	.0045	33.1	10.0	14.8	17.8	29.4	3.7	47,409	12,807	3,328	141	367	11,952	956
Llano	12.3	.0051	55.8	5.1	9.2	14.0	56.6	5.3	45,022	12,922	2,999	1,568	1,612	8,906	1,237
Loving	.1	.0001	44.0	10.0	8.0	26.0	42.0	.1	246	104					
Lynn	8.4	.0035	31.8	9.5	12.4	18.2	27.8	2.7	13,337	4,999	689	499	178	4,964	437
McCulloch	9.1	.0038	41.3	7.1	11.9	15.3	41.5	3.5	41,098	13,918	3,108	2,808	3,140	9,443	643
McMullen	.8	.0003	37.7	9.0	13.3	19.5	34.2	.3	2,216	892	101			101	
Madison	11.6	.0048	28.4	24.1	11.1	13.3	29.4	3.5	52,064	11,323	5,606	1,682	1,694	11,485	1,793
Marion	11.2	.0047	37.2	9.1	12.3	16.7	35.9	4.3	26,696	4,688	2,310	1,072	489	7,397	1,736
Martin	4.8	.0020	32.4	8.5	13.7	19.1	27.3	1.6	18,862	2,176	714		60	9,647	234
Mason	3.9	.0016	43.4	6.5	12.2	16.3	43.3	1.6	12,798	3,324	1,134	518	217	1,889	356
Matagorda	43.7	.0182	29.9	12.1	17.2	17.5	23.8	15.5	183,600	55,285	17,592	7,928	5,630	38,052	4,996
Maverick	38.7	.0160	24.7	11.1	15.0	16.7	17.8	9.6	157,464	40,743	6,012	15,691	6,700	18,208	4,210
Medina	25.7	.0107	32.8	8.8	14.3	17.9	29.0	8.6	117,565	27,823	5,518	6,281	1,879	57,462	1,838
Menard	2.4	.0010	41.6	6.5	12.2	15.5	41.9	.9	10,963	4,188	276			2,463	133
Milam	24.8	.0103	35.9	8.7	13.2	16.4	34.5	8.9	68,272	14,799	3,194	9,173	2,021	14,982	2,291
Mills	4.7	.0020	47.1	6.6	10.7	15.4	47.3	1.9	16,062	3,977	823	280	444	1,490	623
Mitchell	9.1	.0037	36.3	8.3	12.9	14.9	36.4	3.3	45,289	13,197	2,833	1,003	1,547	7,621	3,059
Montague	18.6	.0078	40.6	8.2	12.0	17.1	39.7	7.3	78,782	17,169	4,646	13,155	2,559	20,910	3,638
Moore	17.8	.0074	29.4	10.5	16.5	19.0	21.7	6.0	90,085	23,848	6,534	7,436	4,066	19,356	2,856
Morris	15.6	.0065	32.9	10.3	15.4	17.8	29.0	5.5	61,105	19,350	3,445	1,907	2,488	13,497	2,469
Motley	1.8	.0008	43.5	6.8	12.8	13.7	44.1	.8	3,807	1,038	97	79		1,030	276
Nacogdoches	53.0	.0220	28.2	22.4	16.0	14.9	24.3	18.9	247,790	56,468	17,799	17,643	11,064	53,172	10,418
Navarro	39.5	.0164	36.8	9.2	13.7	16.6	35.5	15.1	230,947	44,502	17,715	16,193	7,818	48,774	5,874
Newton	14.4	.0059	32.3	8.9	13.9	17.8	28.4	5.1	28,691	10,696	1,059	1,222	262	5,813	1,278
Nolan	17.8	.0074	34.3	8.9	14.9	17.2	31.8	6.5	106,639	23,376	8,100	8,530	2,410	20,063	6,474
Ochiltree	10.5	.0044	30.1	12.0	17.7	18.3	23.0	3.7	78,266	19,002	5,951	4,727	1,670	19,233	3,189
Oldham	2.4	.0010	27.4	8.1	14.6	18.5	20.4	.7	7,751	1,871	858		102	167	299
Palo Pinto	26.0	.0108	35.6	9.6	14.2	18.1	32.6	9.9	180,516	44,568	12,868	8,611	5,725	42,218	6,236
Panola	24.0	.0100	34.6	10.0	14.2	17.9	31.5	8.5	91,530	23,074	5,855	5,445	1,907	27,811	3,421

TEXAS (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Parmer	11.2	.0047	29.1	9.7	15.3	18.8	22.3	3.4	18,910	7,048	1,139	310	178	6,611	327
Pecos	16.1	.0067	27.7	11.2	15.8	18.7	19.7	4.8	114,437	33,258	8,148	7,284	3,941	19,208	2,200
Polk	32.1	.0133	37.1	8.4	12.7	16.5	36.0	12.0	118,259	28,806	6,813	16,505	3,557	22,725	2,423
Presidio	5.4	.0022	32.6	8.1	12.1	17.0	30.0	1.8	19,905	2,933	832	6,877	803	1,737	298
Rains	5.9	.0025	40.3	8.2	12.1	17.9	38.9	2.5	16,475	6,499	325		3,410	1,018	684
Reagan	4.9	.0021	26.3	12.0	18.4	15.9	18.1	1.4	26,132	6,263	1,424	1,509		10,721	483
Real	2.7	.0011	37.8	7.4	11.1	18.9	35.0	1.0	5,903	2,034	581			525	269
Red River	16.7	.0069	38.1	8.0	12.7	15.8	37.8	6.4	81,916	13,650	3,265	17,634	1,355	5,441	1,779
Reeves	15.7	.0065	27.4	10.9	15.3	17.4	20.8	4.8	83,073	23,774	4,840	6,415	2,136	25,312	3,145
Refugio	9.4	.0039	33.0	10.4	13.3	17.7	29.6	3.2	57,537	14,185	5,003	1,537	428	13,583	1,491
Roberts	1.1	.0005	32.6	7.4	15.7	20.0	26.1	.4	4,053	1,657	180		586		
Robertson	15.7	.0065	37.6	8.4	11.7	14.3	38.4	6.1	68,130	18,191	3,355	9,520	737	20,500	2,143
Runnels	12.2	.0051	38.8	8.2	11.8	15.9	38.4	4.7	65,391	21,353	3,856	3,871	1,252	15.701	1,578
Rusk	46.6	.0194	35.1	9.2	14.6	16.7	33.5	16.8	154,202	32,373	10,253	20,724	8,521	37,185	5,808
Sabine	10.3	.0042	40.7	8.6	10.8	16.2	40.3	4.1	33,690	8,358	1,318	1,147	1,910	7,832	1,358
San Augustine	8.8	.0037	38.7	8.2	11.3	16.9	37.5	3.3	25,540	5,365	1,404	990	1,312	7,996	1,301
San Jacinto	15.1	.0063	35.3	8.1	13.2	19.2	31.3	5.7	17,167	6,497	1,343	175	182	3,532	557
San Saba	5.9	.0024	41.5	6.2	12.2	15.6	41.7	2.5	18,902	6,393	473	553	520	5.833	320
Schleicher	3.1	.0013	32.1	10.4	15.3	18.1	27.5	1.0	7,284	3,872	444	850		1,475	
Scurry	19.8	.0082	31.8	11.6	15.0	17.7	27.6	7.1	99,593	25,407	10,374	8,675	4,789	23,284	4,331
Shackelford	4.3	.0018	36.2	9.1	13.9	16.3	35.1	1.6	14,537	4,816	1,100	264	227	3,335	514
Shelby	25.1	.0104	36.9	8.9	12.9	17.1	35.2	9.4	98,002	27,054	3,529	13,057	4,286	15,544	4,848
Sherman	3.0	.0013	33.8	8.8	15.1	20.8	27.4	1.1	7,795	623	247	118	152	3,792	118
Somervell	4.8	.0020	31.9	10.8	17.5	16.6	28.0	1.9	10,692	5,680	1,262	482	226	852	275
Starr	34.9	.0145	25.2	10.6	13.4	16.9	20.1	8.9	83,925	36,042	3,831	4,752	4,612	11,418	781
Stephens	10.7	.0045	36.2	9.1	14.2	17.4	34.1	4.3	65,397	17,966	4,935	1,756	1,517	18,611	6,525
Sterling	1.4	.0005	32.0	9.8	14.9	16.6	28.9	.4	3,915	1,941					
Stonewall	2.3	.0010	41.8	7.9	11.5	16.8	41.0	1.0	7,322	2,563	1,544		49	816	573
Sutton	6.2	.0026	29.0	10.6	19.2	18.9	19.5	1.9	28,646	7,567	3,843	1,051	382	8,184	361
Swisher	9.4	.0039	32.7	9.2	13.0	18.3	28.6	3.3	34,796	10,718	2,159	1,497	280	6,780	4,400
Terrell	1.4	.0006	33.0	7.9	15.9	19.2	27.7	.6	6,915	364	425	685	71	2,595	
Terry	15.1	.0063	30.3	10.3	14.0	18.2	25.2	5.2	68,857	18,678	4,507	5,305	1,443	19,451	3,730
Throckmorton	2.1	.0008	43.3	6.9	10.5	18.0	43.3	.9	8,213	2,269	304			2,938	237
Titus	24.2	.0101	33.6	10.0	15.0	16.9	30.9	8.7	165,374	27,554	11,693	19,395	6,276	33,014	8,220
Trinity	11.4	.0047	40.5	7.6	11.5	16.7	40.0	4.5	38,416	11,628	1,741	1,564	420	11,119	1,186
Tyler	21.6	.0090	37.7	8.0	11.8	17.7	35.8	8.0	65,419	20,151	2,237	11,089	1,354	17,420	2,865
Upshur	33.7	.0140	33.9	9.3	14.8	18.1	30.2	12.0	100,143	17,794	5,848	8,503	1,170	27,111	4,169
Upton	5.1	.0021	28.6	11.8	15.5	17.5	22.6	1.7	19,206	8,414	1,172	1,531	200	501	407
Uvalde	24.6	.0102	29.9	10.9	14.4	17.1	25.5	7.7	103,664	31,093	8,689	9,418	3,243	15,086	3,161
Val Verde	42.3	.0176	26.6	12.2	16.9	17.4	18.5	12.4	223,600	59,435	20,369	16,365	6,819	53,212	2,830
Van Zandt	39.4	.0163	38.6	7.7	12.6	19.1	35.9	14.7	109,706	25,080	4,883	2,748	1,638	28,835	8,610
Walker	50.1	.0208	29.7	22.0	21.7	18.9	19.5	15.1	246,263	52,304	33,653	23,488	6,330	50,271	6,259
Ward	15.1	.0063	29.6	10.8	16.1	18.4	22.9	5.0	72,402	21,250	5,707	7,590	3,386	15,336	1,998
Washington	24.7	.0102	35.7	11.8	13.6	16.0	34.8	8.8	211,955	55,115	10,461	16,864	7,598	46,602	8,491
Wharton	43.0	.0179	31.9	10.9	15.2	17.2	28.1	15.2	237,270	58,768	17,184	20,108	10,412	70,768	6,786
Wheeler	8.1	.0033	36.8	8.9	13.0	17.7	34.6	3.2	43,484	13,447	4,119	1,946	1,256	8,223	1,315
Wilbarger	16.7	.0069	37.2	9.3	13.6	16.0	36.6	6.2	85,052	22,677	8,586	9,763	2,982	15,913	4,122
Willacy	18.5	.0077	27.1	10.6	14.4	15.4	23.3	4.9	52,102	17,034	1,954	2,520	3,391	14,101	1,399
Wilson	19.3	.0080	32.3	9.3	14.7	18.2	27.9	6.4	64,982	23,109	2,197	3,936	1,377	17,928	1,056
Winkler	10.5	.0043	30.1	10.9	15.0	18.0	24.6	3.5	63,994	9,457	3,587	3,895	3,371	19,415	2,657
Wise	32.8	.0136	34.4	9.3	14.6	20.4	28.8	11.7	163,465	32,882	3,726	14,101	1,359	67,710	2,722
Wood	29.5	.0123	39.1	9.5	12.3	17.0	38.0	11.1	114,555	32,416	6,436	12,369	2,916	25,026	4,483
Yoakum	9.7	.0040	28.6	11.1	17.0	18.3	20.8	3.3	38,490	13,591	1,210	2,324	689	8,960	532
Young	21.2	.0088	36.7	9.1	14.3	17.4	34.7	8.4	103,105	27,992	7,683	17,311	4,339	19,806	2,211
Zapata	8.2	.0034	32.4	8.8	12.1	14.5	32.4	2.5	21,483	8,369	1,831	643	335	2,337	309
Zavala	12.0	.0050	26.0	10.4	14.7	14.8	22.0	3.2	26,153	10,868	2,538	714	1,141	2,302	1,006
TOTAL METRO COUNTIES	**13,141.3**	**5.4561**	**29.3**	**13.1**	**19.3**	**19.0**	**20.3**	**4,652.4**	**85,075,754**	**17,568,433**	**8,869,732**	**10,463,909**	**4,428,171**	**17,874,253**	**2,013,647**
TOTAL STATE	**16,408.7**	**6.8133**	**30.1**	**12.5**	**18.3**	**18.6**	**22.5**	**5,810.3**	**99,656,093**	**21,370,316**	**9,925,958**	**11,673,794**	**4,889,778**	**21,138,752**	**2,481,519**

TEXAS

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ABILENE	**1,275,362**	**20,894**	**27.4**	**28.1**	**13.6**	**10.5**	**.0569**
Taylor	1,275,362	20,894	27.4	28.1	13.6	10.5	.0569
• Abilene	1,154,416	20,931	27.6	28.3	13.6	10.4	.0519
SUBURBAN TOTAL	120,946	20,531	25.2	25.9	13.8	11.5	.0050
AMARILLO	**2,351,983**	**23,626**	**23.9**	**28.8**	**15.8**	**13.3**	**.0880**
Potter	1,043,776	19,035	28.7	28.9	11.8	6.7	.0488
• Amarillo	1,834,515	21,778	26.1	29.3	14.5	10.2	.0750
Randall	1,308,207	30,770	18.1	28.3	20.9	21.5	.0392
SUBURBAN TOTAL	517,468	38,136	11.9	24.8	23.3	31.3	.0130
AUSTIN	**8,713,829**	**24,365**	**22.9**	**25.4**	**16.2**	**16.9**	**.3079**

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,900 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Hays	489,204	20,376	26.0	23.3	13.2	13.9	.0173
Travis	6,991,998	24,031	23.3	25.5	15.5	17.1	.2508
• Austin	5,385,477	22,379	24.6	26.0	14.6	14.6	.2073
Williamson	1,232,627	28,698	18.5	26.4	21.0	17.2	.0398
SUBURBAN TOTAL	3,328,352	29,207	19.3	24.4	19.1	21.5	.1006
BEAUMONT - PORT ARTHUR	**4,615,967**	**27,281**	**18.8**	**26.4**	**19.9**	**15.8**	**.1669**
Hardin	469,430	26,076	17.9	30.6	19.7	11.0	.0161
Jefferson	3,096,535	26,426	19.4	25.5	19.0	16.1	.1145
• Beaumont	1,464,964	24,301	20.8	24.1	17.1	16.1	.0598
• Port Arthur	680,654	22,620	20.3	26.7	16.5	11.8	.0256

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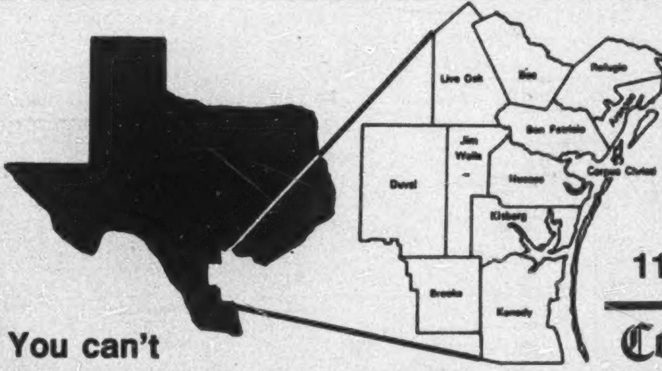
TEXAS (cont.) S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Orange	1,050,002	30,161	16.9	27.6	22.3	17.5	.0363
SUBURBAN TOTAL	2,470,349	30,095	16.9	27.8	22.7	17.0	.0815
BRAZORIA	**2,607,219**	**33,818**	**14.4**	**26.0**	**25.7**	**21.9**	**.0837**
Brazoria	2,607,219	33,818	14.4	26.0	25.7	21.9	.0837
SUBURBAN TOTAL	2,607,219	33,818	14.4	26.0	25.7	21.9	.0837
BROWNSVILLE - HARLINGEN	**1,677,039**	**16,919**	**28.5**	**24.7**	**10.2**	**8.0**	**.0790**
Cameron	1,677,039	16,919	28.5	24.7	10.2	8.0	.0790
• Brownsville	637,325	16,871	27.9	24.5	10.1	8.2	.0340
• Harlingen	411,001	17,530	29.0	25.2	10.5	8.3	.0215
SUBURBAN TOTAL	628,713	16,609	29.1	24.5	10.0	7.5	.0235
BRYAN - COLLEGE STATION	**1,270,827**	**20,889**	**24.7**	**22.6**	**13.7**	**15.3**	**.0480**
Brazos	1,270,827	20,889	24.7	22.6	13.7	15.3	.0480
• Bryan	693,289	23,184	23.6	25.3	14.7	16.4	.0267
• College Station	468,012	16,647	26.8	18.3	11.2	13.1	.0184
SUBURBAN TOTAL	109,526	27,673	21.1	25.4	19.7	18.9	.0029
CORPUS CHRISTI	**3,655,862**	**23,195**	**23.4**	**26.9**	**16.7**	**12.8**	**.1438**
Nueces	3,088,029	23,389	23.4	26.8	16.9	13.1	.1224
• Corpus Christi	2,812,325	23,735	23.3	27.1	17.2	13.2	.1116
San Patricio	567,833	22,260	23.2	27.6	15.9	11.0	.0214
SUBURBAN TOTAL	843,537	21,594	23.6	26.4	15.4	11.5	.0322
DALLAS	**31,808,658**	**28,110**	**20.5**	**26.7**	**18.0**	**20.4**	**1.1108**
Collin	2,934,989	39,054	13.0	20.8	21.3	35.0	.0932
Plano	1,606,675	46,934	8.4	18.2	23.9	44.8	.0517
Dallas	24,600,118	27,015	21.5	27.8	17.3	18.9	.8815
Carrollton	900,476	37,677	12.7	26.6	25.7	29.2	.0286
• Dallas	13,639,398	23,148	24.7	26.9	13.8	16.4	.5045
Garland	2,215,723	33,680	14.8	30.8	26.1	21.1	.0711
Grand Prairie	1,067,163	28,961	18.9	31.2	21.0	16.8	.0345
• Irving	1,781,913	29,828	19.9	31.5	20.3	19.3	.0641
Mesquite	973,634	32,561	15.9	31.3	25.0	19.5	.0379
Richardson	1,358,170	42,866	11.3	20.7	24.9	37.9	.0487
Denton	2,706,200	33,021	16.8	24.0	21.6	24.9	.0830
• Denton	643,791	22,497	23.7	24.0	13.8	16.9	.0252
Ellis	746,878	25,295	20.3	26.6	18.5	14.1	.0257
Kaufman	495,577	22,360	22.4	24.3	16.6	13.4	.0179
Rockwall	324,896	31,979	14.8	25.6	20.3	24.5	.0095
SUBURBAN TOTAL	15,743,556	33,417	15.9	26.4	22.2	24.9	.5170
DALLAS - FORT WORTH CONSOLIDATED AREA	***46,909,379***	***27,921***	***20.5***	***27.2***	***18.3***	***19.5***	***1.6434***
EL PASO	**4,562,671**	**19,977**	**28.6**	**26.3**	**13.0**	**10.6**	**.1797**
El Paso	4,562,671	19,977	28.6	26.3	13.0	10.6	.1797
• El Paso	4,098,045	20,246	27.7	26.3	13.4	10.9	.1643
SUBURBAN TOTAL	464,626	18,055	35.8	26.5	9.5	8.0	.0154
FORT WORTH - ARLINGTON	**15,100,721**	**27,560**	**20.6**	**27.9**	**18.9**	**17.7**	**.5326**
Johnson	989,141	26,324	20.6	28.9	20.1	13.0	.0338
Parker	636,194	25,573	20.8	27.0	19.0	14.3	.0209
Tarrant	13,475,386	27,764	20.6	27.9	18.8	18.2	.4779
• Arlington	3,193,216	31,451	18.3	28.2	21.3	21.8	.1104
• Fort Worth	5,163,510	22,398	24.8	27.0	14.6	13.7	.2003
SUBURBAN TOTAL	6,743,995	30,411	18.0	28.6	21.6	19.3	.2219
GALVESTON - TEXAS CITY	**2,679,724**	**27,413**	**20.3**	**25.4**	**20.2**	**17.3**	**.0940**
Galveston	2,679,724	27,413	20.3	25.4	20.2	17.3	.0940
• Galveston	730,044	20,330	25.4	24.3	14.9	11.6	.0279



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SOURCE: CORPUS CHRISTI MARKET STUDY, 1985; SURVEY OF BUYING POWER, 1984.

TEXAS (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Texas City	517,423	29,759	19.2	26.7	23.5	16.4	.0192
SUBURBAN TOTAL	1,432,257	31,437	17.5	25.5	22.4	21.4	.0469
HOUSTON	**42,698,869**	**28,695**	**19.7**	**27.0**	**19.7**	**19.4**	**1.4943**
Fort Bend	2,633,568	35,254	13.8	25.0	25.6	24.9	.0761
Harris	37,181,326	28,376	20.1	27.1	19.3	19.3	1.3193
• Baytown	752,534	29,431	18.1	26.8	22.1	17.4	.0281
• Houston	22,484,531	25,192	22.9	27.7	16.5	16.5	.8552
Pasadena	1,470,121	29,470	18.9	31.4	21.7	16.8	.0534
Liberty	591,236	24,003	19.4	27.9	17.5	11.9	.0220
Montgomery	2,066,589	29,572	17.7	28.1	21.6	18.1	.0652
Waller	226,150	24,050	19.2	25.9	16.3	14.9	.0117
SUBURBAN TOTAL	19,461,804	33,600	15.1	26.2	23.9	23.6	.6110
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***47,985,812***	***28,901***	***19.4***	***26.9***	***20.0***	***19.4***	***1.6720***
KILLEEN - TEMPLE	**2,301,818**	**20,066**	**30.3**	**27.3**	**12.9**	**9.9**	**.0839**
Bell	1,627,888	19,224	30.8	26.4	12.6	9.0	.0638
• Killeen	503,521	17,654	37.6	26.1	11.1	6.0	.0231
• Temple	497,474	20,422	25.6	26.6	14.1	10.3	.0210
Coryell	673,930	23,117	28.6	30.7	14.0	13.1	.0201
SUBURBAN TOTAL	1,300,823	21,564	28.2	28.5	13.4	12.0	.0398
LAREDO	**709,915**	**15,135**	**28.2**	**22.0**	**9.6**	**7.0**	**.0433**
Webb	709,915	15,135	28.2	22.0	9.6	7.0	.0433
• Laredo	617,729	14,570	29.1	21.8	8.8	6.0	.0407
SUBURBAN TOTAL	92,186	27,522	16.6	25.4	19.0	18.[illegible]	.0026
LONGVIEW - MARSHALL	**1,914,517**	**24,096**	**21.1**	**27.3**	**16.9**	**1[illegible].6**	**.0758**
Gregg	1,316,473	24,584	21.3	27.8	17.0	14.1	.0544
• Longview	894,493	25,403	21.2	28.9	16.9	14.9	.0386
Harrison	598,044	23,113	20.6	26.5	16.8	12.6	.0214
• Marshall	259,839	20,371	22.6	24.4	14.3	11.9	.0115
SUBURBAN TOTAL	760,185	23,906	20.4	26.8	18.0	12.7	.0257
LUBBOCK	**2,306,797**	**21,034**	**26.7**	**27.5**	**14.3**	**10.7**	**.0925**
Lubbock	2,306,797	21,034	26.7	27.5	14.3	10.7	.0925
• Lubbock	1,934,205	21,069	26.5	27.1	14.3	11.1	.0798
SUBURBAN TOTAL	372,592	20,882	27.8	29.2	14.0	9.0	.0127
McALLEN - EDINBURG - MISSION	**2,156,484**	**15,667**	**30.3**	**22.5**	**9.3**	**7.0**	**.1019**
Hidalgo	2,156,484	15,667	30.3	22.5	9.3	7.0	.1019
• Edinburg	206,624	16,920	26.3	25.5	10.3	7.2	.0096
• McAllen	672,411	19,758	26.7	25.5	12.6	11.4	.0370
• Mission	191,174	15,960	32.4	23.0	9.3	6.9	.0083
SUBURBAN TOTAL	1,086,275	14,216	32.0	20.6	7.7	5.1	.0470
MIDLAND	**1,716,154**	**30,404**	**18.1**	**26.9**	**18.3**	**24.0**	**.0642**
Midland	1,716,154	30,404	18.1	26.9	18.3	24.0	.0642
• Midland	1,576,945	30,492	18.1	26.3	18.1	24.5	.0595
SUBURBAN TOTAL	139,209	29,738	18.5	32.9	20.5	18.5	.0047
ODESSA	**1,735,538**	**26,987**	**21.0**	**29.1**	**18.5**	**16.0**	**.0723**
Ector	1,735,538	26,987	21.0	29.1	18.5	16.0	.0723
• Odessa	1,377,720	27,152	20.5	28.1	18.9	16.5	.0609
SUBURBAN TOTAL	357,818	26,460	22.7	32.6	17.1	14.2	.0114

S&MM ESTIMATES

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			A	B	C	D	
SAN ANGELO	**1,095,732**	**21,953**	**25.6**	**26.6**	**14.7**	**13.0**	**.0429**
Tom Green	1,095,732	21,953	25.6	26.6	14.7	13.0	.0429
• San Angelo	956,030	21,500	26.0	26.5	14.5	12.4	.0391
SUBURBAN TOTAL	139,702	26,284	21.9	26.5	17.0	18.8	.0038
SAN ANTONIO	**12,546,804**	**22,587**	**24.4**	**27.2**	**15.2**	**13.2**	**.4692**
Bexar	11,402,335	22,420	24.4	27.3	15.0	13.1	.4321
• San Antonio	8,297,704	20,649	26.0	27.0	13.5	11.0	.3383
Comal	563,835	24,882	24.6	26.4	18.0	15.6	.0180
Guadalupe	580,634	24,088	21.8	28.5	17.0	12.6	.0191
SUBURBAN TOTAL	4,249,100	28,785	19.8	27.9	19.7	19.1	.1309
SHERMAN - DENISON	**1,120,259**	**22,939**	**23.7**	**27.5**	**16.3**	**12.6**	**.0402**
Grayson	1,120,259	22,939	23.7	27.5	16.3	12.6	.0402
• Denison	279,069	21,946	23.1	27.4	15.4	11.2	.0109
• Sherman	382,296	23,676	24.6	29.2	16.5	12.6	.0161
SUBURBAN TOTAL	458,894	22,980	23.5	26.0	16.8	13.5	.0132
TEXARKANA	**1,120,252**	**19,043**	**25.4**	**27.0**	**13.0**	**7.8**	**.0456**
Bowie	754,411	18,890	25.9	26.7	12.9	7.7	.0319
• Texarkana	314,886	17,134	27.2	24.2	10.9	7.6	.0174
Miller, Ark.	*365,841*	*19,391*	*24.5*	*27.4*	*13.2*	*8.0*	*.0157*
• *Texarkana*	*214,872*	*18,620*	*25.5*	*26.9*	*12.2*	*7.8*	*.0095*
SUBURBAN TOTAL	590,494	20,486	24.3	28.6	14.5	8.0	.0187
TYLER	**1,830,375**	**25,148**	**21.5**	**27.2**	**16.6**	**16.2**	**.0684**
Smith	1,830,375	25,148	21.5	27.2	16.6	16.2	.0654
• Tyler	960,876	24,636	22.6	26.9	15.5	16.8	.0414
SUBURBAN TOTAL	869,499	25,757	20.3	27.5	17.7	15.5	.0240
VICTORIA	**852,222**	**25,636**	**21.3**	**27.7**	**19.8**	**13.5**	**.0341**
Victoria	852,222	25,636	21.3	27.7	19.8	13.5	.0341
• Victoria	627,885	24,381	22.9	26.8	19.3	12.8	.0281
SUBURBAN TOTAL	224,337	28,979	16.5	30.7	21.1	15.7	.0060
WACO	**1,907,771**	**19,867**	**25.4**	**25.8**	**13.5**	**10.4**	**.0734**
McLennan	1,907,771	19,867	25.4	25.8	13.5	10.4	.0734
• Waco	1,058,844	17,496	28.4	24.3	10.6	9.0	.0466
SUBURBAN TOTAL	848,927	24,002	21.0	28.1	17.6	12.3	.0268
WICHITA FALLS	**1,368,871**	**21,449**	**25.8**	**27.6**	**14.7**	**11.1**	**.0543**
Wichita	1,368,871	21,449	25.8	27.6	14.7	11.1	.0543
• Wichita Falls	1,079,285	20,805	26.6	27.4	13.5	11.1	.0445
SUBURBAN TOTAL	289,586	24,209	22.6	28.6	19.0	11.4	.0098
OTHER COUNTIES							
Anderson	410,227	19,093	22.7	25.4	13.5	9.2	.0163
Andrews	181,268	28,857	21.0	26.9	21.5	17.6	.0061
Angelina	698,604	22,155	22.2	27.9	15.9	10.8	.0267
Aransas	213,767	22,252	25.2	26.2	14.3	14.7	.0071
Archer	80,701	20,288	25.9	30.1	11.0	9.6	.0027
Armstrong	28,688	26,875	23.1	23.2	18.0	19.9	.0009
Atascosa	248,499	18,917	24.9	26.9	12.4	8.4	.0090
Austin	250,438	22,284	20.7	21.7	17.2	15.4	.0086
Bailey	60,379	14,867	33.1	21.9	6.2	7.7	.0024
Bandera	97,959	20,568	26.5	25.7	14.2	11.7	.0030

Largest Circulation Daily and Sunday

#1
DAILY
168,098
26,048 lead over Light
SUNDAY
229,863
23,837 lead over Light

in San Antonio and South Texas!

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SOURCES:
ABC FAS-FAX 3-31-86.
Calculations by Express-News.

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TEXAS (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Bastrop	321,670	19,259	25.5	24.5	13.9	10.1	.0109
Baylor	45,306	16,771	28.1	24.4	11.9	6.4	.0021
Bee	252,237	19,133	27.3	25.2	12.0	10.5	.0097
Blanco	62,393	18,224	29.4	25.3	11.0	9.1	.0019
Borden	6,043	13,583	30.0	16.6	9.7	6.7	.0002
Bosque	157,198	18,514	26.3	24.7	12.8	9.1	.0052
Brewster	64,675	16,130	27.8	24.5	10.9	5.0	.0027
Briscoe	19,162	12,951	31.3	18.7	8.0	4.0	.0006
Brooks	56,738	13,598	29.5	17.3	10.8	3.8	.0028
Brown	377,870	18,848	27.8	25.5	12.2	9.8	.0140
Burleson	130,373	18,643	22.2	25.6	12.8	9.0	.0051
Burnet	256,482	19,102	30.1	25.4	13.1	9.3	.0099
Caldwell	215,613	17,390	27.4	23.7	11.8	8.4	.0082
Calhoun	226,639	25,462	21.0	28.4	17.0	13.5	.0080
Callahan	118,286	18,629	25.2	28.1	12.2	6.5	.0039
Camp	113,587	21,691	21.0	25.2	15.1	12.6	.0037
Carson	78,816	26,437	20.5	30.1	18.2	14.9	.0023
Cass	303,744	20,413	21.9	24.9	15.2	10.7	.0101
Castro	69,270	15,477	32.9	24.0	7.6	6.3	.0028
Chambers	218,857	23,927	20.5	28.0	18.4	10.2	.0072
Cherokee	367,990	16,847	25.5	24.1	11.2	7.8	.0138
Childress	57,543	14,629	31.7	22.6	8.4	5.3	.0023
Clay	113,101	20,345	23.7	26.3	13.8	10.7	.0040
Cochran	34,552	14,241	32.5	20.2	7.5	6.4	.0013
Coke	36,636	19,037	27.3	21.4	15.9	10.7	.0012
Coleman	102,834	17,561	26.3	25.9	10.9	7.6	.0035
Collingsworth	42,262	16,417	25.1	22.1	9.5	11.8	.0016
Colorado	196,655	17,687	23.2	23.4	12.2	9.6	.0074
Comanche	117,702	15,007	28.9	20.0	9.0	8.4	.0042
Concho	26,731	16,280	29.3	25.1	8.8	7.7	.0010
Cooke	302,999	21,000	25.4	29.6	13.4	9.2	.0114
Cottle	30,482	16,107	28.3	18.4	8.4	13.3	.0009
Crane	57,265	28,969	20.5	25.2	24.4	14.6	.0022
Crockett	49,650	[illegible]	22.1	29.2	12.2	15.4	.0023
Crosby	52,574	12,796	33.7	16.3	6.2	5.5	.0021
Culberson	18,469	13,586	34.7	22.2	7.6	1.6	.0015
Dallam	53,434	15,580	31.2	26.4	7.0	4.6	.0020
Dawson	143,900	18,722	27.4	26.1	11.8	8.9	.0058
Deaf Smith	157,353	16,957	33.0	27.5	7.8	6.3	.0060
Delta	40,907	14,735	25.2	24.0	8.9	6.2	.0013
De Witt	183,031	17,166	24.5	22.0	11.9	10.0	.0070
Dickens	20,881	10,863	30.0	17.1	5.2	2.5	.0010
Dimmit	64,858	12,881	29.9	19.4	7.0	4.5	.0028
Donley	35,297	14,604	27.6	22.9	7.3	6.8	.0016
Duval	98,229	16,449	23.0	23.3	12.0	8.0	.0038
Eastland	183,472	15,598	29.0	23.7	9.3	6.0	.0070
Edwards	15,910	15,000	38.1	21.1	7.6	6.1	.0005
Erath	274,044	17,448	26.4	24.8	9.8	9.8	.0095
Falls	161,761	14,480	26.4	19.2	10.4	7.4	.0056
Fannin	233,177	16,457	26.3	25.7	9.4	6.2	.0084
Fayette	213,906	18,266	23.2	21.4	14.5	11.1	.0084
Fisher	49,721	17,071	26.8	27.5	7.9	7.2	.0017
Floyd	64,409	14,670	31.3	21.0	8.5	5.7	.0025
Foard	17,102	12,152	30.8	15.4	5.4	6.8	.0006
Franklin	81,859	18,350	25.7	25.7	12.3	8.7	.0026
Freestone	168,100	17,054	22.8	21.1	13.0	10.1	.0057
Frio	93,316	14,755	31.9	20.4	10.4	4.6	.0037
Gaines	129,886	19,313	27.1	24.8	12.7	11.3	.0047
Garza	51,017	19,333	28.1	24.0	13.1	11.4	.0018
Gillespie	152,608	18,035	30.2	28.3	9.6	6.8	.0061
Glasscock	9,382	15,571	32.2	20.8	6.5	10.5	.0005
Goliad	52,602	20,289	23.9	26.7	13.4	10.5	.0017
Gonzales	148,917	16,745	26.4	23.1	9.9	9.8	.0063
Gray	311,549	23,000	22.1	29.8	15.5	11.4	.0122
Grimes	136,930	16,521	23.6	23.4	11.0	8.3	.0057
Hale	299,735	17,047	29.7	24.8	9.8	7.3	.0117
Hall	31,082	9,690	20.5	14.1	2.8	3.4	.0013
Hamilton	88,614	15,486	28.2	23.4	9.7	6.0	.0031
Hansford	63,473	19,646	26.1	29.1	11.9	8.3	.0022
Hardeman	64,668	18,958	25.3	25.2	13.5	9.2	.0021
Hartley	46,225	24,458	24.1	29.9	12.9	15.6	.0016
Haskell	58,610	13,388	28.1	20.0	6.2	7.2	.0025
Hemphill	59,171	21,231	26.9	33.0	11.7	8.0	.0024
Henderson	608,514	20,288	25.5	27.0	13.4	10.2	.0192
Hill	257,491	16,602	27.2	23.6	10.7	8.1	.0098
Hockley	222,216	21,065	22.8	28.6	14.3	9.4	.0081
Hood	359,887	28,082	20.8	24.9	19.9	19.0	.0109
Hopkins	263,883	17,436	29.4	24.8	10.7	7.6	.0102

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Houston	216,424	15,718	25.3	20.1	10.5	10.1	.0075
Howard	353,739	19,679	25.8	26.9	13.1	9.3	.0151
Hudspeth	17,370	14,333	37.2	20.5	5.9	5.8	.0006
Hunt	685,521	21,482	23.2	26.3	14.6	12.1	.0242
Hutchinson	376,438	30,342	17.6	27.6	22.2	18.3	.0126
Irion	14,776	21,667	22.8	26.4	14.8	12.4	.0004
Jack	78,020	19,288	26.5	29.3	10.5	8.7	.0026
Jackson	[illegible]	20,897	23.4	27.5	13.6	10.9	.0052
Jasper	[illegible]	20,500	23.0	26.6	15.3	9.2	.0121
Jeff Davis	13,294	14,318	35.7	19.7	7.8	5.0	.0006
Jim Hogg	36,421	13,651	24.5	24.3	6.3	5.8	.0018
Jim Wells	292,119	17,173	25.2	26.8	9.9	7.0	.0135
Jones	164,282	16,639	26.1	25.0	8.9	8.2	.0061
Karnes	114,158	17,615	24.3	23.1	12.1	10.0	.0049
Kendall	150,433	22,000	23.9	23.6	15.7	14.4	.0054
Kenedy	7,686	14,000	29.5	20.0	5.5	9.5	.0002
Kent	8,359	14,455	30.4	21.5	10.8	4.8	.0004
Kerr	449,147	22,910	25.3	29.4	13.9	13.1	.0151
Kimble	33,510	16,250	26.9	29.5	8.1	4.3	.0017
King	4,160	16,273	40.5	29.5	5.5	2.0	.0002
Kinney	15,876	15,061	33.5	20.0	8.9	4.6	.0006
Kleberg	287,514	18,344	26.3	23.7	12.6	9.8	.0118
Knox	40,202	12,714	24.7	19.2	8.3	6.8	.0014
Lamar	435,352	18,589	25.2	25.2	11.9	9.7	.0166
Lamb	133,845	14,815	33.2	21.7	8.3	5.2	.0052
Lampasas	129,054	17,636	30.2	24.1	10.2	9.3	.0045
La Salle	39,191	13,000	27.2	16.9	9.4	4.9	.0015
Lavaca	190,678	18,073	22.8	24.2	12.7	9.3	.0072
Lee	111,303	16,481	25.0	22.8	13.0	6.8	.0058
Leon	114,962	14,583	22.3	21.9	9.3	9.1	.0042
Limestone	204,896	15,741	25.4	22.4	9.3	9.0	.0073
Lipscomb	40,133	20,970	25.6	27.0	11.5	13.7	.0015
Live Oak	89,765	17,739	27.3	25.4	10.9	8.5	.0036
Llano	131,257	16,311	32.6	22.0	9.8	7.8	.0042
Loving	2,342	9,029	1.0	10.0	3.0	3.0	.0000
Lynn	51,430	13,750	30.9	21.2	7.3	4.3	.0020
McCulloch	78,494	14,607	30.9	19.3	6.9	9.0	.0030
McMullen	9,191	22,182	28.4	28.9	19.7	7.3	.0003
Madison	107,108	18,338	23.6	20.9	13.4	12.2	.0040
Marion	92,333	15,743	23.7	26.3	9.8	5.5	.0031
Martin	47,646	21,050	26.1	26.0	11.3	14.2	.0017
Mason	30,529	13,529	30.8	18.9	8.0	4.9	.0011
Matagorda	525,400	29,244	17.2	26.2	21.6	16.5	.0170
Maverick	175,508	12,865	33.4	20.4	5.6	2.8	.0098
Medina	218,659	18,711	28.0	26.6	11.8	8.5	.0085
Menard	14,739	11,730	33.0	16.8	5.0	2.3	.0007
Milam	228,358	18,143	21.6	20.5	16.2	10.0	.0076
Mills	48,523	18,811	27.3	26.9	11.5	8.3	.0016
Mitchell	80,007	16,111	25.9	21.2	9.8	9.7	.0031
Montague	164,626	16,345	29.3	25.1	9.8	5.6	.0063
Moore	176,831	24,278	23.1	35.0	17.3	9.0	.0065
Morris	135,050	20,206	21.0	28.8	15.8	5.9	.0050
Motley	14,747	11,730	29.8	15.8	7.6	4.4	.0006
Nacogdoches	469,422	16,402	27.6	23.4	10.0	8.3	.0181
Navarro	387,834	17,373	27.0	23.6	11.7	9.1	.0152
Newton	137,185	20,667	22.1	23.3	17.4	10.4	.0042
Nolan	180,988	20,212	25.2	26.3	13.5	10.7	.0070
Ochiltree	121,253	26,701	22.9	32.2	19.6	12.2	.0046
Oldham	15,295	15,467	38.6	22.3	7.6	7.1	.0007
Palo Pinto	266,119	18,970	27.4	27.2	10.8	9.2	.0109
Panola	226,669	20,732	22.7	27.8	15.6	8.0	.0079
Parmer	67,463	15,223	35.9	21.6	7.4	4.7	.0025
Pecos	139,548	23,632	24.0	30.0	18.7	9.6	.0064
Polk	281,361	15,780	29.5	21.2	10.5	7.9	.0101
Presidio	29,340	10,875	28.1	16.2	5.6	2.8	.0014
Rains	58,373	15,921	26.0	26.6	7.0	6.4	.0015
Reagan	43,396	24,700	24.1	33.1	16.6	10.5	.0017
Real	16,737	11,130	32.3	15.6	4.2	4.2	.0006
Red River	122,749	12,716	29.8	18.8	6.3	4.6	.0054
Reeves	123,875	18,903	25.1	26.5	11.2	9.6	.0052
Refugio	96,454	22,175	21.5	26.4	13.6	13.8	.0039
Roberts	12,084	21,917	24.8	28.7	11.7	15.3	.0004
Robertson	130,635	14,071	23.2	20.6	9.9	6.3	.0050
Runnels	114,186	17,667	26.5	26.3	10.4	7.6	.0045
Rusk	506,034	23,472	20.9	27.2	15.4	13.9	.0163
Sabine	86,454	14,280	26.9	21.7	9.2	4.9	.0031
San Augustine	74,077	14,899	27.8	20.9	8.2	8.0	.0026
San Jacinto	128,508	16,266	24.4	23.8	12.0	6.7	.0039

TEXAS (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
San Saba	55,859	14,924	29.7	20.8	8.5	7.1	.0019
Schleicher	27,680	19,577	26.3	26.5	13.8	8.6	.0009
Scurry	231,888	24,552	23.1	28.3	14.4	16.4	.0079
Shackelford	46,843	20,086	24.9	25.5	12.6	12.1	.0015
Shelby	217,263	15,707	22.9	22.4	10.9	7.2	.0080
Sherman	47,574	24,333	25.2	26.7	18.3	14.6	.0014
Somervell	51,698	21,514	23.3	28.4	14.3	10.3	.0015
Starr	152,297	11,302	27.7	17.8	4.9	4.7	.0075
Stephens	107,925	18,393	26.9	26.5	12.0	7.6	.0042
Sterling	9,911	15,182	30.5	21.7	10.0	6.5	.0003
Stonewall	24,218	19,560	26.9	25.2	14.3	9.4	.0009
Sutton	55,484	21,049	25.1	31.4	13.7	7.3	.0021
Swisher	64,653	14,294	32.3	21.7	6.1	5.6	.0027
Terrell	16,909	20,000	18.7	25.3	11.5	13.2	.0005
Terry	135,537	19,500	25.7	27.5	11.8	9.5	.0051
Throckmorton	14,833	10,659	28.3	15.2	4.6	4.9	.0007
Titus	257,173	23,000	20.2	26.7	16.2	13.1	.0101
Trinity	99,528	15,069	24.1	23.8	9.7	6.4	.0037
Tyler	196,871	17,421	25.3	25.1	11.5	7.9	.0067
Upshur	322,048	21,310	23.0	29.0	14.6	9.0	.0106
Upton	48,072	21,250	24.5	25.1	14.6	13.0	.0017
Uvalde	184,275	16,693	30.1	23.8	10.5	7.3	.0076
Val Verde	302,445	16,577	31.8	24.3	9.1	7.2	.0137
Van Zandt	387,355	19,292	26.4	25.0	14.5	9.0	.0125
Walker	503,415	20,021	22.5	23.3	13.7	13.0	.0184
Ward	148,976	24,329	21.2	28.1	17.7	12.7	.0056
Washington	275,991	21,321	22.0	24.1	15.8	12.6	.0115
Wharton	411,577	20,755	21.7	26.2	15.2	10.1	.0161
Wheeler	85,050	17,609	24.9	24.6	10.8	9.6	.0032
Wilbarger	164,774	17,154	25.3	22.4	12.0	9.8	.0062
Willacy	101,286	12,904	30.3	18.2	7.0	5.9	.0045
Wilson	149,939	17,766	26.9	27.4	10.3	6.6	.0057
Winkler	100,554	24,691	18.8	30.3	17.7	11.0	.0040
Wise	362,815	24,493	21.7	27.2	16.5	14.6	.0126
Wood	294,895	19,018	25.5	25.3	13.9	9.0	.0103
Yoakum	111,376	28,344	17.0	29.6	23.3	13.3	.0036
Young	251,633	19,407	26.3	25.6	11.3	11.6	.0085
Zapata	45,944	12,430	30.8	18.4	6.4	4.4	.0019
Zavala	61,157	13,192	33.9	18.5	6.8	4.3	.0027
TOTAL METRO COUNTIES	**157,336,399**	**25,590**	**22.0**	**26.8**	**17.3**	**16.6**	**5.7389**
TOTAL STATE	**187,692,522**	**24,059**	**22.7**	**26.3**	**16.4**	**15.2**	**6.8568**

UTAH

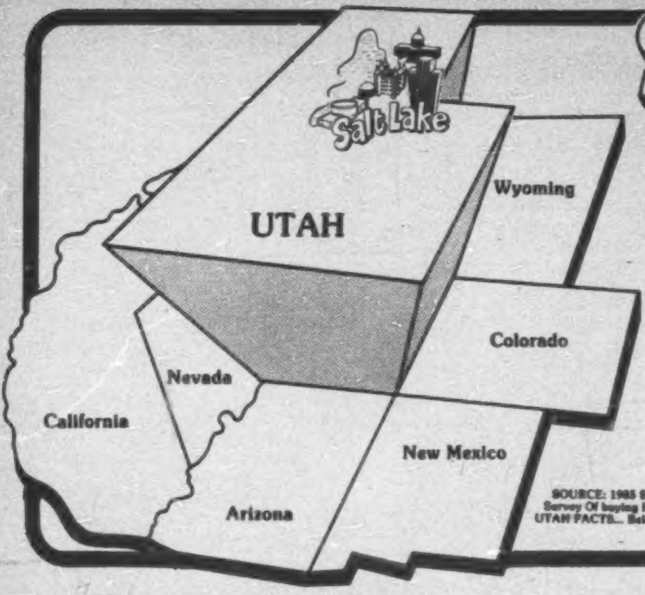
UTAH

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
PROVO - OREM	**255.9**	**.1062**	**22.8**	**20.1**	**16.5**	**12.7**	**14.4**	**68.7**	**857,604**	**199,547**	**55,976**	**118,921**	**49,191**	**165,439**	**28,989**
Utah	255.9	.1062	22.8	20.1	16.5	12.7	14.4	68.7	857,604	199,547	55,976	118,921	49,191	165,439	28,989
• Orem	62.3	.0259	22.0	13.2	18.4	13.7	12.3	16.7	312,604	59,377	17,034	73,296	18,511	42,298	9,659
• Provo	78.0	.0324	22.7	38.0	16.1	8.3	13.1	21.2	290,917	57,266	19,799	20,441	23,561	77,865	11,874
SUBURBAN TOTAL	115.6	.0479	23.5	11.7	15.8	15.1	16.6	30.8	256,083	82,904	19,143	25,184	7,119	45,276	7,456
SALT LAKE CITY - OGDEN	**1,044.2**	**.4337**	**26.9**	**12.1**	**18.5**	**16.9**	**18.1**	**336.3**	**5,178,783**	**1,139,821**	**409,249**	**703,389**	**343,597**	**1,047,747**	**159,412**
Davis	176.0	.0731	24.5	11.3	16.9	18.4	14.0	49.0	691,271	172,134	33,134	78,610	50,129	189,770	8,146
Salt Lake	707.9	.2940	27.2	12.2	19.4	16.6	18.2	233.4	3,639,089	782,444	312,456	485,760	250,267	677,089	98,150
• Salt Lake City	168.0	.0698	30.9	15.0	20.4	13.3	28.5	71.6	1,463,039	246,034	165,142	147,735	124,585	272,287	41,753
Sandy	65.0	.0270	23.2	7.0	24.9	17.1	6.1	16.7	156,138	56,121	12,494	17,289	4,014	12,253	1,946
Weber	160.3	.0666	28.0	12.6	16.5	16.4	22.0	53.9	848,423	185,243	63,659	139,019	43,201	180,888	23,116
• Ogden	69.8	.0290	29.6	14.8	16.5	13.7	27.4	26.7	648,564	120,710	44,813	117,950	29,970	149,309	13,538
SUBURBAN TOTAL	806.4	.3349	25.7	11.3	18.3	17.9	15.1	238.0	3,067,180	773,077	199,294	437,704	189,042	626,151	74,121
OTHER COUNTIES															
Beaver	5.1	.0021	30.6	8.4	13.1	14.8	29.5	1.6	21,014	4,563	3,342	940	804	683	301
Box Elder	37.7	.0157	26.8	9.6	14.2	17.3	21.1	11.1	146,502	38,867	13,562	9,603	6,355	38,051	6,521
Cache	65.9	.0274	24.2	19.1	17.1	13.3	17.5	20.2	240,345	60,049	15,760	42,533	15,193	40,545	7,571
Carbon	26.3	.0109	28.1	11.6	17.8	14.9	22.8	8.7	144,510	48,331	9,781	13,833	7,133	25,203	5,209
Daggett	.8	.0003	26.4	11.0	19.2	16.8	16.6	.2	4,363	1,834	273	779			
Duchesne	16.3	.0068	23.7	10.8	15.8	16.2	15.9	4.5	84,401	22,070	2,953	6,918	2,335	20,540	4,619
Emery	14.0	.0058	23.7	11.3	17.3	15.5	15.1	3.9	32,081	7,009	3,030	397	442	1,261	279
Garfield	4.0	.0016	30.4	9.5	15.0	16.0	27.1	1.2	8,255	2,334	1,095	315	110	827	334
Grand	8.4	.0035	27.7	11.6	18.5	18.4	18.1	3.0	59,093	14,519	4,250	2,660	1,024	4,680	2,088
Iron	20.8	.0087	24.5	14.8	15.3	15.2	18.6	6.4	136,033	28,292	10,563	10,500	5,787	30,046	1,928
Juab	6.2	.0025	28.5	8.7	14.9	14.9	25.4	1.8	21,999	5,267	2,377		410	4,990	393
Kane	4.8	.0020	29.7	6.6	14.6	16.5	25.8	1.5	16,908	2,488	2,859	766	216	652	247
Millard	14.0	.0058	28.0	7.9	13.5	14.5	26.0	4.2	43,326	15,276	2,591	1,032	1,486	5,245	1,237
Morgan	5.5	.0023	26.2	9.1	12.8	21.6	17.1	1.5	9,077	724	894		148	5,870	157
Piute	1.4	.0006	35.7	5.8	11.3	15.5	33.0	.4	1,447	542	144	104	79	122	
Rich	2.5	.0010	25.3	11.7	17.9	13.9	18.7	.7	3,940	238	696	202			
San Juan	12.7	.0052	21.1	10.7	15.5	14.7	13.9	3.2	30,775	5,987	1,946	5,475	528	4,293	290
Sanpete	17.3	.0072	26.7	11.9	13.2	13.4	25.8	5.2	26,814	8,862	1,472	1,573	1,777	3,742	1,396
Sevier	17.2	.0072	28.2	8.7	14.2	15.5	24.8	5.2	85,834	19,997	5,075	5,555	2,220	17,580	1,984
Summit	13.7	.0057	28.2	10.2	21.7	18.8	16.4	4.6	69,439	22,554	14,119	77	625	6,185	6,068
Tooele	28.9	.0120	26.6	10.1	16.0	18.5	18.0	8.8	90,921	33,511	7,253	2,121	2,813	11,687	2,328
Uintah	27.2	.0113	24.5	11.4	17.4	16.8	15.0	8.0	199,694	45,244	11,165	17,254	7,108	40,615	5,335
Wasatch	9.9	.0041	26.7	9.7	17.0	15.7	20.2	3.1	35,104	9,946	4,994	1,565	133	5,170	1,013
Washington	35.8	.0149	27.2	10.8	13.3	13.2	26.5	10.5	167,554	38,130	11,382	12,982	7,744	34,033	4,754
Wayne	2.3	.0009	30.1	7.3	14.5	14.4	28.6	.6	2,696	411	498	198	117	172	
TOTAL METRO COUNTIES	**1,300.1**	**.5399**	**25.9**	**12.7**	**18.1**	**16.0**	**17.4**	**405.0**	**6,036,387**	**1,339,368**	**465,225**	**822,310**	**392,788**	**1,213,186**	**188,401**
TOTAL STATE	**1,690.8**	**.7024**	**25.9**	**13.3**	**17.5**	**15.9**	**18.1**	**525.1**	**7,740,514**	**1,776,413**	**597,299**	**989,692**	**457,375**	**1,818,278**	**212,455**



SOURCE: 1985 SM&M Survey Of buying Power... UTAH FACTS... Belden CMS

SALT LAKE

"The Focal Point Of The West"

Lets focus in on what the Salt Lake-Ogden metro has.

Salt Lake is served and sold by two major daily papers, the Salt Lake Tribune (morning and Sunday), and the Deseret News (evening weekdays, Saturday and Sunday morning). With combined daily circulation of 188,596, Sunday circulation 218,453. Average weekday combined readership is 64%, Sunday combined readership 76% of total adults in our CMSA.

Salt Lake-Ogden metro has a population of 1,032,700 with an annual growth rate of 3.3% (the fifth fastest in the country). This accounts for 62% of the states total population and 67% of total retail sales.

Salt Lake-Ogden metro falls into 4 TOP 50 MARKET CATEGORIES.

39 in Furniture/Home Furnishings/Appliance store sales.	**46** in Building Materials and Hardware store sales.
43 in Metro Market Population	**50** in General Merchandise store sales.

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The Salt Lake Tribune (NAC) DESERET NEWS
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UTAH
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
PROVO - OREM	**1,709,339**	**19,537**	**30.8**	**29.8**	**12.9**	**6.1**	**.0702**
Utah	1,709,339	19,537	30.8	29.8	12.9	6.1	.0702
• Orem	423,462	21,126	30.6	33.3	14.0	5.6	.0195
• Provo	487,324	15,582	36.0	22.0	9.2	6.0	.0214
SUBURBAN TOTAL	798,553	21,831	27.2	33.3	14.8	6.5	.0293
SALT LAKE CITY - OGDEN	**10,035,151**	**24,717**	**24.2**	**32.5**	**17.3**	**11.1**	**.3771**
Davis	1,493,396	26,386	23.5	36.9	19.5	10.0	.0561
Salt Lake	7,056,343	24,834	23.7	31.9	17.1	11.9	.2630
• Salt Lake City	1,799,952	17,895	30.2	25.0	11.0	8.7	.0776
Sandy	599,697	32,168	13.4	38.4	27.3	14.9	.0195
Weber	1,485,412	22,587	26.4	31.7	15.8	9.1	.0580
• Ogden	648,997	18,548	30.7	27.2	11.7	7.1	.0313
SUBURBAN TOTAL	7,586,202	27,303	21.7	35.3	19.9	12.3	.2682
OTHER COUNTIES							
Beaver	29,822	14,806	38.2	22.4	9.4	1.6	.0014
Box Elder	380,543	29,222	18.7	31.1	21.3	17.7	.0131
Cache	524,587	20,676	29.1	32.0	11.8	8.0	.0205
Carbon	243,273	25,276	22.5	34.2	18.4	8.5	.0096
Daggett	4,799	20,714	24.0	32.0	18.5	2.0	.0002
Duchesne	131,662	24,838	21.6	36.0	17.8	9.4	.0055
Emery	117,886	28,021	19.8	34.6	22.7	10.0	.0040
Garfield	21,337	13,964	37.6	24.4	5.0	1.4	.0009
Grand	77,301	21,900	26.8	32.4	16.1	6.3	.0034
Iron	125,998	15,604	37.2	26.5	6.5	2.9	.0068
Juab	34,217	15,757	38.1	28.8	4.4	3.1	.0017
Kane	32,396	17,620	33.1	30.3	7.5	4.7	.0012
Millard	99,184	18,605	30.8	28.7	11.3	6.1	.0040
Morgan	48,630	28,452	18.1	34.4	20.5	15.0	.0015
Piute	6,463	12,048	39.0	18.4	1.3	3.3	.0003
Rich	18,649	22,059	25.6	32.1	13.7	8.7	.0006
San Juan	54,971	14,562	36.1	24.2	4.4	1.8	.0027
Sanpete	100,368	14,932	32.5	24.0	7.4	3.0	.0038
Sevier	122,400	19,836	28.8	34.2	11.1	4.2	.0055
Summit	140,031	23,576	25.5	32.4	16.0	10.7	.0051
Tooele	289,357	29,009	18.4	34.5	22.2	13.8	.0095
Uintah	263,406	29,398	16.4	30.1	22.3	15.5	.0113
Wasatch	62,956	16,533	34.8	27.8	8.1	3.3	.0027
Washington	233,476	17,536	31.6	28.2	9.9	4.8	.0108
Wayne	13,786	17,235	29.0	28.5	10.0	4.7	.0005
TOTAL METRO COUNTIES	**11,744,490**	**23,791**	**25.3**	**32.0**	**16.6**	**10.3**	**.4473**
TOTAL STATE	**14,921,988**	**23,239**	**25.6**	**31.7**	**16.1**	**9.9**	**.5739**

TURN TO
LANDON
FOR RESULTS

(See page B-26)

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VERMONT

VT.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BURLINGTON	127.8	.0530	28.6	17.5	19.4	18.8	18.8	45.5	981,691	195,050	98,046	102,454	44,373	234,795	23,662
Chittenden	122.8	.0509	28.5	17.8	19.4	18.8	18.6	43.8	971,334	192,762	97,391	101,312	44,214	232,208	23,662
• Burlington	37.8	.0157	26.8	28.6	17.1	13.3	22.7	14.0	309,907	48,739	44,395	49,502	15,275	28,934	7,855
Grand Isle	5.0	.0021	32.4	8.9	18.3	19.0	26.3	1.7	10,357	2,288	655	1,142	159	2,587	
SUBURBAN TOTAL	90.0	.0373	29.3	12.8	20.3	21.1	17.3	31.5	671,784	146,311	53,651	52,952	29,098	205,861	15,807
OTHER COUNTIES															
Addison	31.2	.0130	29.4	14.5	18.4	17.6	22.1	10.7	169,256	46,299	14,538	9,695	2,334	33,511	5,755
Bennington	34.7	.0144	33.4	10.7	16.2	18.5	28.9	13.3	381,702	66,137	26,961	24,727	11,642	52,806	8,322
Caledonia	27.2	.0113	31.9	10.8	17.3	17.4	27.2	10.1	164,288	42,259	10,738	14,507	4,444	36,046	3,941
Essex	6.8	.0029	32.7	9.2	16.2	18.5	27.8	2.4	8,924	1,958	2,255	655	107	529	
Franklin	36.3	.0150	30.9	9.8	17.3	17.9	25.0	12.6	207,043	56,859	10,499	12,758	5,195	55,273	5,445
Lamoille	17.9	.0075	30.3	12.9	19.9	18.0	22.6	6.7	118,902	28,687	14,332	6,236	2,533	12,185	4,152
Orange	24.7	.0102	31.4	10.6	18.2	18.2	25.2	8.9	90,494	24,384	6,524	3,881	819	9,174	2,451
Orleans	24.5	.0102	31.9	9.4	16.8	17.6	27.2	8.8	114,313	34,089	8,020	7,399	2,371	31,611	3,657
Rutland	60.7	.0252	32.7	11.6	17.4	17.9	28.2	22.6	454,671	96,028	44,580	32,268	15,666	111,467	11,530
Washington	53.6	.0222	32.1	11.8	17.9	18.6	26.0	20.1	334,973	75,976	34,153	24,601	17,779	82,606	9,839
Windham	38.9	.0162	32.8	9.8	19.7	18.0	27.6	15.5	292,575	69,888	35,550	12,561	8,871	40,751	8,786
Windsor	53.5	.0222	33.8	9.3	17.9	18.9	29.0	21.0	300,163	66,168	28,342	10,033	4,183	86,708	5,348
TOTAL METRO COUNTIES	127.8	.0530	28.6	17.5	19.4	18.8	18.8	45.5	981,691	195,050	98,046	102,454	44,373	234,795	23,662
TOTAL STATE	537.8	.2233	31.2	12.5	18.1	18.3	24.9	198.2	3,618,995	803,782	334,538	261,775	120,317	787,462	92,888

VT.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BURLINGTON	1,474,545	24,908	23.7	29.1	17.5	14.2	.0579
Chittenden	1,428,757	25,089	23.5	28.9	17.7	14.4	.0565
• Burlington	394,268	19,235	28.2	25.9	11.8	10.4	.0168
Grand Isle	45,788	21,239	29.1	31.7	13.0	8.6	.0014
SUBURBAN TOTAL	1,080,277	27,761	21.7	30.4	20.1	15.9	.0411
OTHER COUNTIES							
Addison	300,441	21,441	28.7	32.1	13.7	8.4	.0116
Bennington	365,276	20,537	30.6	31.6	12.0	7.9	.0176
Caledonia	233,580	17,819	32.9	29.9	9.3	4.3	.0101
Essex	55,437	18,493	34.2	32.5	9.4	3.6	.0018
Franklin	318,519	19,415	29.6	29.7	11.9	6.8	.0131
Lamoille	170,563	19,784	29.2	31.7	11.6	6.0	.0071
Orange	221,881	19,127	33.5	30.6	11.7	5.0	.0090
Orleans	203,922	17,481	33.8	28.9	8.7	5.0	.0081
Rutland	594,133	20,483	29.0	32.0	12.6	6.7	.0256
Washington	501,590	19,070	31.5	29.8	11.9	5.6	.0205
Windham	418,517	20,197	29.5	29.7	12.6	8.2	.0170
Windsor	539,592	19,939	30.0	31.6	11.5	6.7	.0205
TOTAL METRO COUNTIES	1,474,545	24,908	23.7	29.1	17.5	14.2	.0579
TOTAL STATE	5,397,996	20,654	29.0	30.4	13.1	8.3	.2189

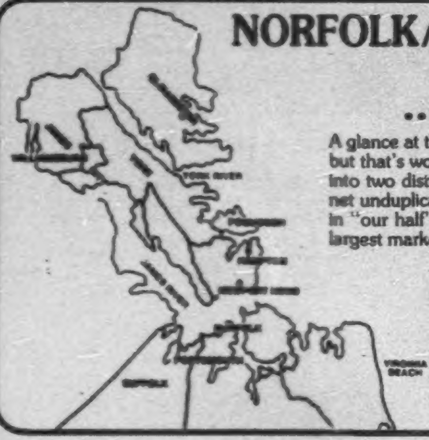
VIRGINIA

VA.
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLOTTESVILLE	121.6	.0506	29.8	18.6	19.8	17.7	22.1	45.5	843,933	177,162	63,908	114,584	48,492	150,521	25,932
Albemarle	61.1	.0253	29.4	18.9	20.0	19.0	19.7	22.6	261,027	42,512	21,377	65,145	9,395	28,301	4,942
Charlottesville city	40.6	.0169	29.7	22.6	19.9	14.8	24.6	16.1	538,221	121,481	41,576	47,325	38,750	109,661	19,644
• Charlottesville	40.6	.0169	29.7	22.6	19.9	14.8	24.6	16.1	538,221	121,481	41,576	47,325	38,750	109,661	19,644
Fluvanna	11.1	.0047	32.5	10.0	16.8	19.2	26.6	3.9	24,422	7,538	226		176	5,498	1,212
Greene	8.8	.0037	31.1	9.5	20.7	20.5	21.4	2.9	20,263	5,631	729	2,114	171	7,081	134
SUBURBAN TOTAL	81.0	.0337	29.9	16.6	19.7	19.2	20.8	29.4	305,712	55,681	22,332	67,259	9,742	40,860	6,288
DANVILLE	112.8	.0469	33.8	10.8	16.2	18.7	29.4	40.3	474,815	117,765	40,563	40,867	18,774	116,435	22,350
Danville city	44.6	.0186	36.2	10.7	15.5	17.4	34.1	17.2	357,453	84,962	29,814	35,431	15,687	93,954	17,234
• Danville	44.6	.0186	36.2	10.7	15.5	17.4	34.1	17.2	357,453	84,962	29,814	35,431	15,687	93,954	17,234
Pittsylvania	68.2	.0283	32.5	10.7	16.7	19.6	26.3	23.1	117,362	32,803	10,749	5,436	3,087	22,481	5,116
SUBURBAN TOTAL	68.2	.0283	32.5	10.7	16.7	19.6	26.3	23.1	117,362	32,803	10,749	5,436	3,087	22,481	5,116
LYNCHBURG	145.3	.0603	32.4	12.8	16.7	19.6	26.1	49.5	850,628	182,750	68,805	143,175	37,501	168,806	30,113
Amherst	30.6	.0127	32.3	11.9	17.7	20.8	24.3	9.7	114,908	37,813	8,503	9,283	1,718	26,289	4,817
Campbell	48.2	.0200	31.8	10.4	17.3	22.3	22.1	15.4	123,207	40,255	8,367	5,557	5,095	29,448	8,158
Lynchburg city	66.5	.0276	32.9	15.0	15.9	17.0	29.7	24.4	612,513	104,682	51,935	128,335	30,688	113,069	17,138
• Lynchburg	66.5	.0276	32.9	15.0	15.9	17.0	29.7	24.4	612,513	104,682	51,935	128,335	30,688	113,069	17,138
SUBURBAN TOTAL	78.8	.0327	32.0	11.0	17.3	21.7	23.0	25.1	238,115	78,068	16,870	14,840	6,813	55,737	12,975



NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA
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A glance at the market shows the Daily Press/The Times-Herald with about 23% coverage of the MSA ... but that's woefully misleading. The very waterways that contribute to our desirable lifestyle also divide us into two distinct geographic areas: Upper & Lower Hampton Roads. We're the Upper half, with 75.1% net unduplicated coverage of all adults daily and 78.4% Sunday. Norfolk newspapers reach less than 1% in "our half" of the MSA. That's why it takes both sets of newspapers to reach all of the nation's 30th largest market: Norfolk/Virginia Beach/Newport News!

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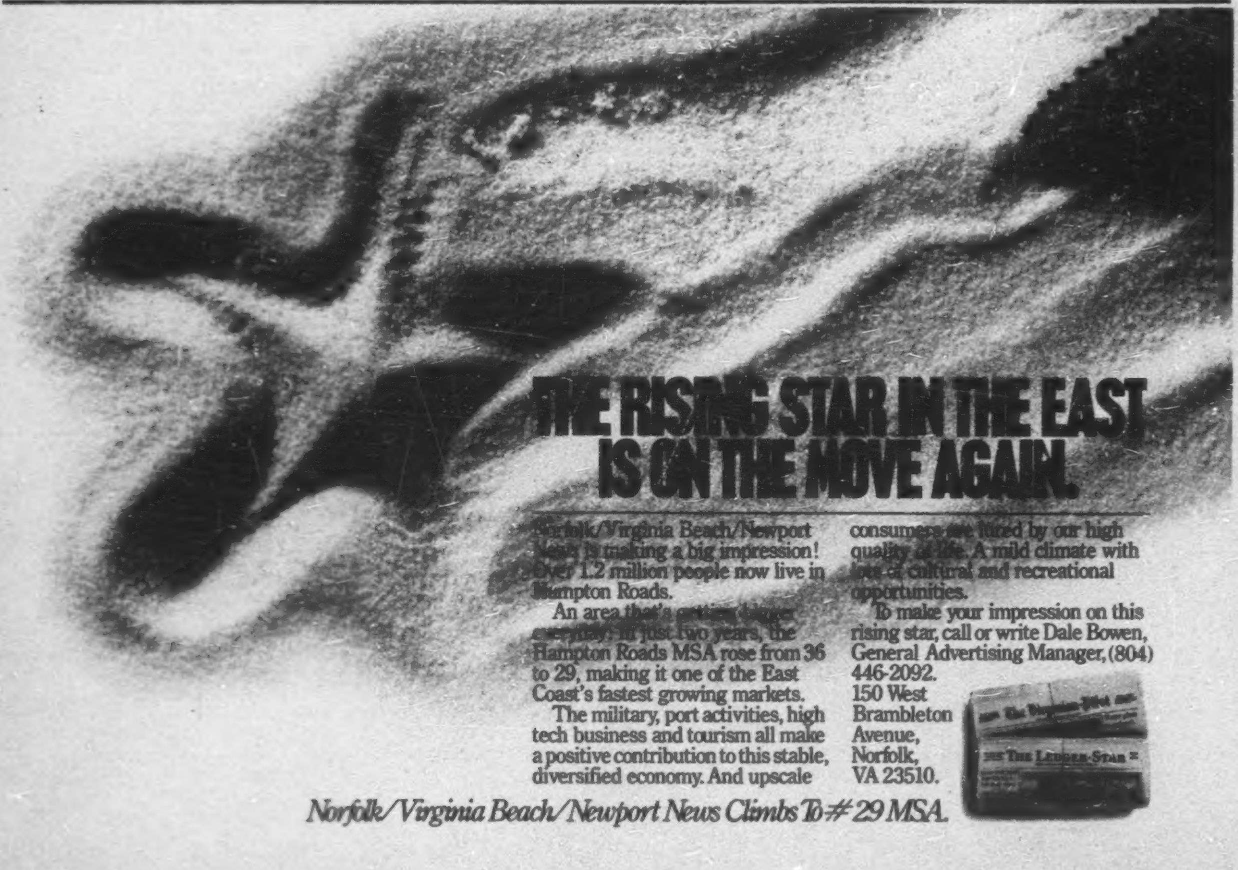
VA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	1,298.4	.5348	29.0	16.4	18.6	18.7	20.1	432.1	7,259,139	1,255,177	690,893	874,771	460,094	1,760,568	192,012
Chesapeake city	132.1	.0548	30.2	11.2	17.9	21.1	20.3	42.9	580,288	121,952	36,506	76,132	16,538	155,048	14,153
Chesapeake	132.1	.0548	30.2	11.2	17.9	21.1	20.3	42.9	580,288	121,952	36,506	76,132	16,538	155,048	14,153
Gloucester	26.2	.0108	34.1	9.6	16.5	21.2	27.4	9.3	109,321	40,268	5,698	10,294	3,085	22,741	4,613
Hampton city	126.1	.0524	29.8	14.6	17.6	20.5	20.4	43.7	1,024,846	166,629	73,037	151,713	50,643	202,635	18,178
• Hampton	126.1	.0524	29.8	14.6	17.6	20.5	20.4	43.7	1,024,846	166,629	73,037	151,713	50,643	202,635	18,178
James City	24.9	.0103	32.3	11.0	17.7	21.1	24.2	8.6	108,610	12,004	7,940		70,144	2,505	437
Newport News city	152.6	.0634	29.7	14.5	19.5	18.4	21.2	54.6	889,899	153,931	68,101	111,463	24,529	276,433	18,469
• Newport News	152.6	.0634	29.7	14.5	19.5	18.4	21.2	54.6	889,899	153,931	68,101	111,463	24,529	276,433	18,469
Norfolk city	283.1	.1175	26.0	26.8	18.2	13.2	20.4	93.0	1,691,380	262,348	188,641	216,326	114,943	423,623	43,455
• Norfolk	283.1	.1175	26.0	26.8	18.2	13.2	20.4	93.0	1,691,380	262,348	188,641	216,326	114,943	423,623	43,455
Poquoson city	10.2	.0042	32.6	8.5	15.7	27.8	18.4	3.2	28,352	18,057	1,468	165	1,634	1,497	685
Poquoson	10.2	.0042	32.6	8.5	15.7	27.8	18.4	3.2	28,352	18,057	1,468	165	1,634	1,497	685



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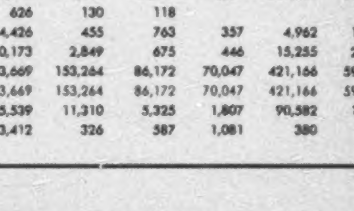
VA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Portsmouth city	105.2	.0437	31.2	12.6	17.1	16.2	27.4	36.8	543,599	115,272	39,364	61,349	21,162	151,799	19,760
• Portsmouth	105.2	.0437	31.2	12.6	17.1	16.2	27.4	36.8	543,599	115,272	39,364	61,349	21,162	151,799	19,760
Suffolk city	49.2	.0204	33.1	10.2	15.4	19.1	28.0	16.3	322,633	74,658	14,116	9,850	12,070	59,589	11,020
• Suffolk	49.2	.0204	33.1	10.2	15.4	19.1	28.0	16.3	322,633	74,658	14,116	9,850	12,070	59,589	11,020
Virginia Beach city	326.6	.1356	28.6	14.2	21.1	21.6	14.8	107.9	1,668,151	295,129	182,624	212,381	121,330	403,589	46,635
• Virginia Beach	326.6	.1356	28.6	14.2	21.1	21.6	14.8	107.9	1,668,151	295,129	182,624	212,381	121,330	403,589	46,635
Williamsburg city	10.9	.0046	24.2	47.0	13.3	9.6	21.5	3.3	280,471	73,070	51,213	18,719	17,592	50,163	8,340
Williamsburg	10.9	.0046	24.2	47.0	13.3	9.6	21.5	3.3	280,471	73,070	51,213	18,719	17,592	50,163	8,340
York	41.3	.0171	30.5	10.9	17.3	25.2	17.0	12.5	111,589	21,859	22,185	6,379	6,424	10,946	6,267
SUBURBAN TOTAL	245.6	.1018	30.6	12.4	17.4	21.6	20.8	79.8	1,218,631	287,210	125,910	111,689	115,417	242,900	34,495
RICHMOND - PETERSBURG	**813.0**	**.3377**	**31.8**	**11.9**	**19.4**	**19.8**	**24.0**	**289.9**	**5,170,421**	**1,071,792**	**411,960**	**684,184**	**226,922**	**1,167,238**	**195,732**
Charles City	7.0	.0029	30.0	12.2	17.7	19.6	21.5	2.0	1,895	530	120			97	
Chesterfield	169.2	.0703	29.9	10.2	21.2	23.8	15.4	54.8	923,381	215,164	52,900	172,997	41,032	152,155	41,005
Colonial Heights city	17.4	.0072	35.0	10.0	15.4	22.7	27.3	6.0	85,474	13,734	8,544	12,881	1,506	19,869	3,832
Colonial Heights	17.4	.0072	35.0	10.0	15.4	22.7	27.3	6.0	85,474	13,734	8,544	12,881	1,506	19,869	3,832
Dinwiddie	22.0	.0091	32.8	11.2	16.1	21.0	25.4	6.0	28,943	13,798	2,848		182	366	236
Goochland	13.0	.0054	33.4	10.4	17.9	22.1	25.1	4.1	29,462	6,126	718	1,336	2,118	7,192	149
Hanover	56.5	.0235	33.0	10.4	16.6	23.1	23.6	18.2	300,463	73,136	23,073	8,517	6,559	36,703	12,094
Henrico	195.8	.0813	32.7	11.0	19.8	19.9	25.6	73.8	1,473,857	279,838	121,213	264,006	72,344	365,773	58,749
Hopewell city	23.5	.0098	31.9	11.7	16.8	18.9	25.9	8.7	123,578	30,160	10,681	17,676	6,304	14,278	9,021
Hopewell	23.5	.0098	31.9	11.7	16.8	18.9	25.9	8.7	123,578	30,160	10,681	17,676	6,304	14,278	9,021
New Kent	10.4	.0043	31.5	9.6	19.7	20.4	22.8	3.6	20,689	6,303	1,539	527	81	4,691	738
Petersburg city	40.9	.0170	32.4	12.0	16.5	17.2	28.5	15.2	326,732	39,427	21,008	70,223	16,495	93,243	13,143
• Petersburg	40.9	.0170	32.4	12.0	16.5	17.2	28.5	15.2	326,732	39,427	21,008	70,223	16,495	93,243	13,143
Powhatan	15.0	.0062	30.8	10.0	22.3	22.3	18.3	4.1	25,907	7,127	235	860	322	12,832	610
Prince George	25.6	.0107	26.4	18.6	21.4	19.8	11.9	6.1	72,554	14,776	7,507	1,705	1,546	31,406	
Richmond city	216.7	.0900	32.6	14.3	19.6	15.5	29.9	87.3	1,757,486	371,673	161,574	133,406	78,433	448,630	56,155
• Richmond	216.7	.0900	32.6	14.3	19.6	15.5	29.9	87.3	1,757,486	371,673	161,574	133,406	78,433	448,630	56,155
SUBURBAN TOTAL	555.4	.2307	31.4	11.0	19.5	21.6	21.4	187.4	3,086,203	660,692	229,378	480,505	131,994	645,362	126,434
ROANOKE	**226.6**	**.0942**	**34.2**	**10.4**	**17.7**	**19.6**	**28.9**	**84.5**	**1,387,516**	**303,076**	**126,583**	**204,428**	**78,490**	**261,326**	**53,989**
Botetourt	25.1	.0104	33.9	8.8	17.3	22.2	25.9	8.6	61,365	8,854	3,638	864	1,486	6,400	1,064
Roanoke	78.1	.0325	33.7	9.5	17.8	23.4	24.4	25.8	296,509	85,671	24,318	52,239	23,862	16,754	11,649
Roanoke city	98.6	.0410	34.5	10.7	17.8	16.1	32.9	41.4	843,163	163,174	87,293	136,535	46,296	180,221	31,757
• Roanoke	98.6	.0410	34.5	10.7	17.8	16.1	32.9	41.4	843,163	163,174	87,293	136,535	46,296	180,221	31,757
Salem city	24.8	.0103	34.7	13.3	16.4	19.4	30.0	8.7	186,479	45,377	11,334	14,790	6,846	57,951	9,519
Salem	24.8	.0103	34.7	13.3	16.4	19.4	30.0	8.7	186,479	45,377	11,334	14,790	6,846	57,951	9,519
SUBURBAN TOTAL	128.0	.0532	33.9	10.1	17.5	22.4	25.7	43.1	544,353	139,902	39,290	67,893	32,194	81,105	22,232
OTHER COUNTIES															
Accomack	31.7	.0132	36.8	9.2	13.9	17.5	34.7	11.5	132,755	42,814	12,739	10,394	4,860	17,012	4,885
☐ Alexandria city	110.8	.0460	32.5	12.0	28.1	19.9	23.3	54.3	1,099,516	140,376	116,304	170,041	61,289	387,283	30,048
Alexandria	110.8	.0460	32.5	12.0	28.1	19.9	23.3	54.3	1,099,516	140,376	116,304	170,041	61,289	387,283	30,048
Alleghany	14.1	.0059	33.1	9.1	16.4	21.4	25.5	4.5	916	626	130	118			
Amelia	8.7	.0036	33.3	10.2	15.3	20.2	27.3	2.7	18,975	4,426	455	763	357	4,962	1,059
Appomattox	12.8	.0053	33.8	9.7	14.8	20.9	27.2	4.4	43,900	10,173	2,849	675	446	15,255	2,817
☐ Arlington	155.4	.0646	33.4	13.6	25.9	19.4	26.5	73.3	1,185,426	203,669	153,264	86,172	70,047	421,166	59,765
• Arlington	155.4	.0646	33.4	13.6	25.9	19.4	26.5	73.3	1,185,426	203,669	153,264	86,172	70,047	421,166	59,765
Augusta	57.1	.0237	33.3	10.1	17.2	21.5	25.6	19.1	214,600	35,539	11,310	5,325	1,807	90,582	1,797
Bath	5.9	.0024	35.2	10.0	16.2	21.8	28.4	2.0	10,686	3,412	326	587	1,081	380	382



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VA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Bedford	39.6	.0165	33.3	9.1	17.8	21.1	25.9	12.5	20,538	6,440	1,462	60	1,268	2,085	1,060
Bedford city	6.1	.0026	41.4	9.2	13.7	16.4	41.0	2.2	87,723	30,218	4,735	11,822	2,081	16,910	2,684
Bedford	6.1	.0026	41.4	9.2	13.7	16.4	41.0	2.2	87,723	30,218	4,735	11,822	2,081	16,910	2,684
Bland	6.6	.0027	32.9	10.4	19.8	18.9	27.0	2.2	7,609	1,854	288		104	3,430	172
☐ Bristol city	18.5	.0076	36.0	11.3	14.8	18.5	32.8	7.3	215,424	32,942	14,955	43,337	9,123	55,176	4,217
• Bristol	18.5	.0076	36.0	11.3	14.8	18.5	32.8	7.3	215,424	32,942	14,955	43,337	9,123	55,176	4,217
Brunswick	15.9	.0066	32.5	12.2	14.5	16.9	29.5	5.0	33,516	12,279	1,018	1,412	459	9,692	1,421
Buchanan	38.7	.0161	28.1	12.1	18.0	19.8	17.8	12.2	112,531	16,868	7,143	13,511	8,790	21,897	6,544
Buckingham	12.6	.0052	33.0	10.1	14.9	17.6	29.4	3.9	21,818	6,918	1,203	2,354	194	4,403	374
Buena Vista city	6.5	.0027	32.9	11.2	16.1	20.3	26.4	2.2	25,983	8,502	2,551	1,554	832	1,604	1,941
Buena Vista	6.5	.0027	32.9	11.2	16.1	20.3	26.4	2.2	25,983	8,502	2,551	1,554	832	1,604	1,941
Caroline	19.9	.0083	31.1	11.2	16.4	19.2	24.4	6.3	41,857	11,987	3,961	490	875	10,445	1,221
Carroll	28.3	.0118	35.1	9.0	16.0	20.1	29.9	9.6	61,309	15,364	4,331	6,777	2,271	9,881	3,606
Charlotte	12.0	.0049	34.6	9.6	13.5	18.4	31.0	4.0	19,062	7,459	933	1,080	578	3,374	955
Clarke	10.7	.0044	35.1	8.1	17.2	20.3	29.8	3.8	28,036	7,638	3,143	580	920	4,600	315
Clifton Forge city	4.7	.0020	40.5	8.9	12.7	16.2	40.3	1.8	23,252	8,886	887	2,001	437	3,768	2,231
Clifton Forge	4.7	.0020	40.5	8.9	12.7	16.2	40.3	1.8	23,252	8,886	887	2,001	437	3,768	2,231
Covington city	8.0	.0033	37.3	10.1	14.8	16.7	35.9	3.0	109,239	23,199	7,608	[illegible]	[illegible]	29,368	3,869
Covington	8.0	.0033	37.3	10.1	14.8	16.7	35.9	3.0	109,239	23,199	7,608	10,583	4,266	29,368	3,869
Craig	4.3	.0018	34.8	9.4	16.9	20.4	29.3	1.5	4,961	2,287	328		88	174	56
Culpeper	24.7	.0103	33.0	9.6	16.6	19.7	27.0	8.2	99,005	28,524	5,929	14,886	5,996	17,127	4,925
Cumberland	8.6	.0036	33.1	8.8	14.2	18.9	28.5	2.8	19,128	7,754	393	1,092	1,620	424	165
Dickenson	20.8	.0086	30.2	10.8	16.7	19.1	22.8	6.9	61,949	18,628	2,997	3,255	1,844	18,405	1,821
Emporia city	4.8	.0020	38.6	9.2	13.0	16.3	37.9	1.9	83,440	20,103	7,194	4,123	5,179	15,567	2,733
Emporia	4.8	.0020	38.6	9.2	13.0	16.3	37.9	1.9	83,440	20,103	7,194	4,123	5,179	15,567	2,733
Essex	9.4	.0039	34.6	9.1	16.0	18.1	31.2	3.1	65,766	17,289	7,098	6,112	3,291	10,232	3,970
☐ Fairfax	690.9	.2869	31.7	9.9	19.9	26.1	17.4	245.2	5,004,627	938,398	423,246	680,209	367,946	1,194,679	166,098
☐ Fairfax city	19.6	.0081	31.4	13.6	20.0	22.2	20.6	7.1	721,592	80,645	54,552	140,347	55,475	234,685	24,939
Fairfax	19.6	.0081	31.4	13.6	20.0	22.2	20.6	7.1	721,592	80,645	54,552	140,347	55,475	234,685	24,939
☐ Falls Church city	9.1	.0038	36.8	8.9	21.0	21.3	31.6	4.2	268,429	26,525	15,737	55,404	10,761	108,509	7,454
Falls Church	9.1	.0038	36.8	8.9	21.0	21.3	31.6	4.2	268,429	26,525	15,737	55,404	10,761	108,509	7,454
Fauquier	41.5	.0172	32.3	10.1	16.9	22.6	22.9	13.7	162,432	48,342	17,047	2,005	2,738	27,747	7,892
Floyd	12.3	.0051	35.9	9.3	15.4	19.7	31.7	4.4	26,122	6,020	671	924	2,521	11,176	184
Franklin	37.9	.0157	32.4	12.3	16.7	20.4	25.3	12.6	82,322	27,400	6,010	2,985	3,428	15,207	5,162
Franklin city	7.6	.0031	32.9	10.9	15.6	16.8	29.9	2.6	58,428	11,799	4,616	7,981	4,386	8,221	5,668
Franklin	7.6	.0031	32.9	10.9	15.6	16.8	29.9	2.6	58,428	11,799	4,616	7,981	4,386	8,221	5,668
Frederick	37.3	.0155	31.6	9.7	18.0	22.3	21.5	11.9	129,856	31,083	5,114	5,712	4,577	42,459	1,375
Fredericksburg city	17.8	.0074	32.4	19.3	16.0	15.6	30.3	7.0	319,439	48,673	34,007	32,420	22,157	60,511	15,944
Fredericksburg	17.8	.0074	32.4	19.3	16.0	15.6	30.3	7.0	319,439	48,673	34,007	32,420	22,157	60,511	15,944
Galax city	6.7	.0028	38.7	9.5	14.7	18.9	35.9	2.9	80,732	20,800	7,325	9,938	5,420	15,445	2,799
Galax	6.7	.0028	38.7	9.5	14.7	18.9	35.9	2.9	80,732	20,800	7,325	9,938	5,420	15,445	2,799
Giles	18.0	.0075	34.4	9.1	15.9	19.4	29.7	6.2	82,439	29,950	2,062	5,915	3,424	23,833	3,360
Grayson	16.8	.0070	35.8	9.3	15.3	19.8	31.3	6.2	30,923	10,528	1,591	3,511	2,430	7,658	1,169
Greensville	10.6	.0044	30.7	10.2	15.3	17.7	25.7	3.1	2,308	1,947					137
Halifax	30.2	.0125	33.6	10.1	15.6	18.9	28.9	9.5	25,003	6,983	1,346	1,322	623	3,107	926
Harrisonburg city	27.3	.0113	26.5	31.8	14.6	14.1	23.5	8.9	335,733	71,543	32,043	70,693	23,295	58,573	12,054
Harrisonburg	27.3	.0113	26.5	31.8	14.6	14.1	23.5	8.9	335,733	71,543	32,043	70,693	23,295	58,573	12,054
Henry	59.4	.0246	32.4	10.6	16.4	22.7	23.1	20.3	189,737	58,753	13,262	5,092	5,554	37,506	9,287
Highland	3.2	.0014	36.4	10.7	16.4	18.4	33.4	1.1	5,362	478	517	180	474	560	
Isle of Wight	24.1	.0100	32.2	10.5	16.9	20.3	24.9	7.9	59,343	23,252	4,735	2,972	826	12,609	3,085
King and Queen	6.0	.0025	34.5	9.8	15.7	17.8	31.3	2.1	5,830	2,291	267	278	140	1,674	
King George	11.9	.0049	31.2	8.9	17.5	21.6	21.8	3.8	17,990	4,283	1,395	676	381	5,514	832
King William	9.8	.0041	32.7	9.0	17.4	20.0	26.0	3.4	42,004	11,789	738	721	2,390	14,057	1,520
Lancaster	10.7	.0044	42.6	8.2	12.3	16.8	42.0	4.1	58,085	17,758	1,967	2,537	3,244	16,975	1,649
Lee	27.7	.0115	33.0	9.5	15.6	17.9	29.1	9.4	47,750	17,449	2,583	4,455	1,258	8,386	2,114
Lexington city	6.8	.0028	24.8	37.1	10.8	12.8	25.2	2.1	72,060	19,965	10,103	5,747	3,397	11,817	3,170
Lexington	6.8	.0028	24.8	37.1	10.8	12.8	25.2	2.1	72,060	19,965	10,103	5,747	3,397	11,817	3,170
☐ Loudoun	68.7	.0286	30.8	8.5	20.0	24.7	17.0	22.7	360,150	123,110	20,963	16,142	18,517	65,435	18,373
Louisa	19.7	.0082	33.5	9.9	15.4	19.5	28.2	6.6	43,286	19,093	2,053	2,549	1,151	6,029	1,834
Lunenburg	12.2	.0050	35.0	9.3	14.4	18.1	31.9	4.1	30,973	10,919	817	2,466	948	4,613	1,396
Madison	11.1	.0046	34.0	9.4	16.2	18.8	29.6	3.8	36,871	14,139	1,202	1,411	91	4,929	1,192
☐ Manassas city	17.2	.0071	28.6	11.0	23.9	20.0	14.7	5.8	273,818	53,239	16,837	15,107	7,107	121,219	4,842
Manassas	17.2	.0071	28.6	11.0	23.9	20.0	14.7	5.8	273,818	53,239	16,837	15,107	7,107	121,219	4,842
☐ Manassas Park city	6.9	.0029	25.5	13.0	21.1	19.2	10.8	2.1	15,183	7,600	1,176		719	2,740	1,278
Manassas Park	6.9	.0029	25.5	13.0	21.1	19.2	10.8	2.1	15,183	7,600	1,176		719	2,740	1,278
Martinsville city	17.8	.0074	37.0	9.5	14.9	18.1	34.3	6.7	169,315	36,027	11,611	30,249	9,602	33,215	7,205
Martinsville	17.8	.0074	37.0	9.5	14.9	18.1	34.3	6.7	169,315	36,027	11,611	30,249	9,602	33,215	7,205
Mathews	8.6	.0036	42.1	8.0	12.2	18.2	41.0	3.5	22,646	9,696	825	247	901	3,079	1,287
Mecklenburg	30.0	.0125	34.7	9.7	15.2	18.0	31.6	10.4	132,675	35,508	7,244	8,617	5,203	29,958	6,022
Middlesex	8.3	.0034	41.5	7.9	13.0	17.5	40.1	3.2	26,402	9,632	1,773	920	1,449	2,422	906
Montgomery	66.6	.0277	24.8	31.7	17.0	15.6	16.6	22.0	344,317	71,237	32,324	44,775	12,595	87,620	9,512
Nelson	12.4	.0051	35.5	9.3	15.2	19.0	31.7	4.3	41,563	5,712	1,568	475	513	19,230	717
Northampton	14.5	.0060	36.1	10.5	13.2	16.5	34.8	5.4	53,464	19,738	3,652	3,897	1,189	4,462	3,875
Northumberland	10.1	.0042	42.9	8.6	12.2	16.5	42.2	4.0	38,808	14,157	1,337	1,936	119	3,330	6,191
Norton city	4.5	.0019	32.9	10.7	15.9	17.6	29.1	1.6	97,860	15,789	4,848	12,768	2,154	32,060	4,889
Norton	4.5	.0019	32.9	10.7	15.9	17.6	29.1	1.6	97,860	15,789	4,848	12,768	2,154	32,060	4,889
Nottoway	14.5	.0061	37.1	9.3	13.2	18.0	34.7	5.1	58,247	14,530	3,938	2,153	5,004	14,147	3,363
Orange	20.2	.0083	34.4	9.4	15.6	19.5	29.6	7.0	74,058	16,461	3,700	4,566	2,045	22,445	4,787
Page	20.5	.008[illegible]	34.5	9.3	16.0	19.9	29.4	7.4	76,106	22,011	12,419	5,175	2,590	12,407	4,556
Patrick	18.4	.0076	35.2	8.8	15.4	21.4	29.0	6.4	35,601	11,100	1,535	6,698	1,114	5,136	1,897
Prince Edward	17.3	.0072	28.9	22.5	12.6	15.3	27.0	5.0	100,807	22,734	9,361	13,377	6,914	22,417	5,320
☐ Prince William	173.9	.0722	27.6	11.2	22.0	24.5	9.2	30.7	960,316	186,957	80,955	83,317	53,579	253,967	29,727

VA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Pulaski	36.4	.0151	32.9	9.7	17.5	19.7	26.6	12.8	123,843	37,349	6,638	11,670	3,385	25,418	5,822
Radford city	13.9	.0057	24.6	35.3	12.7	13.9	21.4	3.9	80,070	16,209	4,717	6,348	4,884	25,089	4,127
Radford	13.9	.0057	24.6	35.3	12.7	13.9	21.4	3.9	80,070	16,209	4,717	6,348	4,884	25,089	4,127
Rappahannock	6.7	.0028	35.1	8.8	16.9	20.7	29.5	2.4	7,153	1,872	913	226	1,083	145	
Richmond	6.9	.0028	36.3	9.6	14.4	19.4	32.4	2.5	28,304	12,591	2,056	1,702	2,153	4,293	1,237
Rockbridge	18.5	.0076	34.4	10.0	16.0	20.8	28.2	6.4	100,698	14,985	6,353	493	3,594	18,875	1,332
Rockingham	53.9	.0224	31.6	13.6	17.4	19.5	24.6	18.1	120,978	28,974	9,123	6,754	3,627	26,343	2,818
Russell	34.5	.0143	31.3	10.9	18.0	19.4	24.0	11.7	75,094	25,101	4,900	4,412	5,355	15,964	3,078
☐ Scott	25.1	.0105	35.1	9.5	15.1	20.5	29.7	8.6	108,381	30,393	3,512	1,731	3,265	38,167	2,660
Shenandoah	29.8	.0123	35.7	9.3	15.9	19.5	31.4	11.0	123,067	36,978	9,147	2,332	3,301	21,197	3,132
Smyth	33.7	.0140	34.8	9.9	15.4	20.6	29.1	11.7	131,916	29,166	8,973	10,657	4,240	26,856	5,732
Southampton	18.5	.0077	32.5	13.1	15.4	18.9	27.3	5.3	45,193	10,016	2,442	1,082	1,725	16,586	555
South Boston city	7.4	.0030	36.0	8.3	15.5	17.7	33.7	2.6	109,116	26,898	7,014	18,715	7,310	17,886	5,094
South Boston	7.4	.0030	36.0	8.3	15.5	17.7	33.7	2.6	109,116	26,898	7,014	18,715	7,310	17,886	5,094
Spotsylvania	40.1	.0167	29.3	9.0	20.4	20.7	17.6	12.5	217,711	40,178	13,662	62,588	5,221	57,468	2,630
☐ Stafford	51.1	.0212	29.6	10.7	19.2	23.3	16.3	15.3	178,735	61,936	17,813	12,057	1,172	29,035	1,053
Staunton city	21.5	.0090	36.3	12.1	15.8	19.2	32.5	7.7	160,902	43,454	12,533	30,382	9,305	20,941	8,622
Staunton	21.5	.0090	36.3	12.1	15.8	19.2	32.5	7.7	160,902	43,454	12,533	30,382	9,305	20,941	8,622
Surry	6.3	.0026	32.7	10.8	15.1	17.4	29.1	2.0	10,886	5,440	794	647	139	2,188	76
Sussex	10.4	.0043	32.8	10.3	15.5	18.1	28.5	3.4	55,179	18,350	5,596	1,678	1,815	9,878	1,974
Tazewell	52.3	.0217	31.5	10.6	17.4	19.1	24.8	17.6	275,146	80,946	12,497	26,815	10,450	76,058	12,170
Warren	23.3	.0097	34.3	9.4	16.3	20.3	28.6	8.6	103,368	35,989	8,113	7,475	3,533	16,786	3,392
☐ Washington	49.6	.0206	33.2	10.7	16.3	20.7	26.4	16.5	134,286	42,210	12,900	10,417	9,483	21,719	3,095
Waynesboro city	15.0	.0062	35.3	10.4	15.4	19.9	30.5	5.8	137,476	30,730	11,077	15,853	7,920	33,373	5,857
Waynesboro	15.0	.0062	35.3	10.4	15.4	19.9	30.5	5.8	137,476	30,730	11,077	15,853	7,920	33,373	5,857
Westmoreland	15.0	.0062	37.2	9.0	13.3	17.4	35.3	5.6	40,191	14,635	3,679	1,827	484	12,068	1,433
Winchester city	20.3	.0084	35.0	12.8	15.9	17.4	32.6	8.1	250,201	51,540	23,601	36,863	14,868	58,591	16,070
Winchester	20.3	.0084	35.0	12.8	15.9	17.4	32.6	8.1	250,201	51,540	23,601	36,863	14,868	58,591	16,070
Wise	47.1	.0196	30.6	11.6	17.4	17.8	24.6	15.4	195,038	72,474	10,459	14,651	4,036	35,944	6,831
Wythe	26.2	.0109	34.0	9.6	16.0	19.8	28.6	9.3	152,544	30,919	11,583	10,276	4,343	31,732	6,158
TOTAL METRO COUNTIES	4,104.5	1.7046	31.0	13.0	19.6	20.7	21.4	1,454.9	26,612,205	5,135,722	2,204,926	2,276,240	1,338,736	6,578,671	873,677
TOTAL STATE	5,785.0	2.4021	31.4	12.7	18.5	20.3	23.1	2,026.3	33,723,860	6,969,172	2,849,813	4,087,583	1,837,204	8,134,481	1,166,096

VA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHARLOTTESVILLE	1,455,795	23,485	24.2	27.9	15.7	13.9	.0543
Albemarle	850,231	27,777	21.1	28.8	17.3	19.6	.0258
Charlottesville city	410,856	18,552	28.3	26.4	12.6	7.5	.0222
• Charlottesville	410,856	18,552	28.3	26.4	12.6	7.5	.0222
Fluvanna	106,621	20,691	28.2	26.6	15.8	9.5	.0035
Greene	88,087	26,306	18.8	32.3	20.0	11.2	.0028
SUBURBAN TOTAL	1,044,939	26,559	21.8	28.7	17.4	17.5	.0321
DANVILLE	1,092,524	21,072	25.9	29.1	14.9	8.6	.0390
Danville city	453,998	19,789	26.6	26.6	13.8	9.0	.0194
• Danville	453,998	19,789	26.6	26.6	13.8	9.0	.0194
Pittsylvania	638,526	21,977	25.4	30.9	15.7	8.3	.0196
SUBURBAN TOTAL	638,526	21,977	25.4	30.9	15.7	8.3	.0196
LYNCHBURG	1,532,729	24,238	23.6	30.0	16.5	13.0	.0578
Amherst	287,018	24,629	23.7	33.3	18.8	9.0	.0102
Campbell	491,901	26,289	21.4	30.8	19.7	13.9	.0154
Lynchburg city	753,810	22,772	24.9	28.2	14.2	14.0	.0322
• Lynchburg	753,810	22,772	24.9	28.2	14.2	14.0	.0322
SUBURBAN TOTAL	778,919	25,628	22.3	31.8	19.3	12.0	.0256
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	14,159,756	24,796	22.3	28.8	17.5	14.1	.5178
Chesapeake city	1,379,556	27,227	20.4	31.3	20.5	13.6	.0482
Chesapeake	1,379,556	27,227	20.4	31.3	20.5	13.6	.0482
Gloucester	252,452	22,244	25.1	31.1	15.2	8.9	.0090
Hampton city	1,429,428	25,808	22.9	29.4	18.0	15.1	.0579
• Hampton	1,429,428	25,808	22.9	29.4	18.0	15.1	.0579
James City	312,084	28,831	20.6	26.6	19.0	20.7	.0099
Newport News city	1,567,445	22,065	26.0	29.5	16.2	9.3	.0598
• Newport News	1,567,445	22,065	26.0	29.5	16.2	9.3	.0598
Norfolk city	2,860,440	19,477	28.6	26.3	12.5	9.9	.1110
• Norfolk	2,860,440	19,477	28.6	26.3	12.5	9.9	.1110

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Poquoson city	117,705	33,410	15.2	27.2	26.4	20.5	.0035
Poquoson	117,705	33,410	15.2	27.2	26.4	20.5	.0035
Portsmouth city	1,073,584	22,342	24.3	27.6	15.6	12.2	.0396
• Portsmouth	1,073,584	22,342	24.3	27.6	15.6	12.2	.0396
Suffolk city	500,051	23,961	22.3	27.2	17.6	13.7	.0198
• Suffolk	500,051	23,961	22.3	27.2	17.6	13.7	.0198
Virginia Beach city	4,056,068	30,331	19.1	30.2	21.2	19.4	.1355
• Virginia Beach	4,056,068	30,331	19.1	30.2	21.2	19.4	.1355
Williamsburg city	120,581	22,250	27.7	26.1	11.4	17.6	.0091
Williamsburg	120,581	22,250	27.7	26.1	11.4	17.6	.0091
York	490,362	32,588	17.8	28.7	22.9	22.9	.0145
SUBURBAN TOTAL	2,672,740	27,552	20.6	30.1	19.9	15.7	.0942
RICHMOND - PETERSBURG	9,784,698	27,160	20.8	28.4	19.1	16.5	.3535
Charles City	36,840	23,300	23.8	33.5	13.2	11.6	.0016
Chesterfield	2,222,477	35,517	13.5	28.4	26.6	24.5	.0736
Colonial Heights city	184,853	27,199	21.1	32.7	21.9	10.8	.0065
Colonial Heights	184,853	27,199	21.1	32.7	21.9	10.8	.0065
Dinwiddie	193,481	26,112	21.3	29.0	18.8	14.0	.0059
Goochland	156,527	28,771	17.9	27.2	17.2	20.7	.0046
Hanover	694,489	33,000	16.6	25.6	23.5	22.5	.0235
Henrico	2,722,818	30,467	18.6	30.6	21.9	18.9	.0965
Hopewell city	266,725	26,006	20.6	29.7	18.1	14.1	.0095
Hopewell	266,725	26,006	20.6	29.7	18.1	14.1	.0095
New Kent	116,672	28,165	17.0	33.7	20.2	14.3	.0034
Petersburg city	371,228	17,895	28.6	26.7	10.9	7.3	.0171
• Petersburg	371,228	17,895	28.6	26.7	10.9	7.3	.0171
Powhatan	141,871	29,800	16.6	30.1	23.0	15.9	.0043
Prince George	224,024	25,945	24.4	31.6	19.9	12.9	.0077
Richmond city	2,432,693	19,888	26.8	26.4	12.5	10.8	.0993
• Richmond	2,432,693	19,888	26.8	26.4	12.5	10.8	.0993
SUBURBAN TOTAL	6,980,777	31,432	17.3	29.5	22.9	19.9	.2371

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

VA. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ROANOKE	2,519,632	22,903	25.0	28.8	16.7	11.0	.0936
Botetourt	239,617	22,783	26.0	30.9	15.8	8.8	.0076
Roanoke	918,679	29,687	19.0	31.5	22.6	16.2	.0292
Roanoke city	1,086,734	19,196	28.0	26.7	12.2	8.2	.0457
● Roanoke	1,086,734	19,196	28.0	26.7	13.2	8.2	.0457
Salem city	274,602	22,789	27.2	29.3	16.2	11.5	.0111
Salem	274,602	22,789	27.2	29.3	16.2	11.5	.0111
SUBURBAN TOTAL	1,432,898	26,981	22.0	31.0	20.0	13.7	.0479
OTHER COUNTIES							
Accomack	271,117	16,317	29.5	22.8	9.7	8.5	.0104
☐ Alexandria city	2,358,738	33,930	15.3	28.0	18.7	29.4	.0749
Alexandria	2,358,738	33,930	15.3	28.0	18.7	29.4	.0749
Alleghany	141,590	25,865	20.7	29.3	19.3	14.1	.0038
Amelia	65,059	19,494	29.8	31.6	11.4	5.5	.0022
Appomattox	115,150	21,423	25.4	32.0	14.6	7.2	.0040
☐ Arlington	3,397,345	36,034	15.2	25.5	17.7	33.8	.0991
● Arlington	3,397,345	36,034	15.2	25.5	17.7	33.8	.0991
Augusta	608,949	24,904	23.1	30.2	18.1	13.4	.0201
Bath	56,888	18,305	31.5	19.8	13.9	11.4	.0019
Bedford	350,454	23,177	25.0	32.8	16.0	9.4	.0099
Bedford city	56,250	19,140	27.3	26.6	12.4	9.1	.0035
Bedford	56,250	19,140	27.3	26.6	12.4	9.1	.0035
Bland	49,418	19,361	28.6	35.2	8.8	3.9	.0017
☐ Bristol city	179,760	18,889	24.8	27.6	12.4	7.4	.0094
● Bristol	179,760	18,889	24.8	27.6	12.4	7.4	.0094
Brunswick	112,600	16,303	33.2	24.4	10.7	4.8	.0041
Buchanan	337,237	22,684	22.9	31.9	15.3	8.9	.0116
Buckingham	82,478	16,042	31.4	25.8	8.8	4.5	.0030
Buena Vista city	57,777	22,029	27.3	36.4	15.2	5.0	.0021
Buena Vista	57,777	22,029	27.3	36.4	15.2	5.0	.0021
Caroline	164,478	20,642	29.5	28.4	15.0	8.0	.0055
Carroll	225,425	18,765	28.9	30.8	10.5	5.4	.0077
Charlotte	84,835	16,072	28.3	27.2	8.0	5.0	.0030
Clarke	134,241	26,037	20.8	30.1	16.7	17.4	.0038
Clifton Forge city	46,588	19,273	26.2	24.9	14.1	9.3	.0017
Clifton Forge	46,588	19,273	26.2	24.9	14.1	9.3	.0017
Covington city	67,871	18,329	30.4	29.1	12.8	3.9	.0043
Covington	67,871	18,329	30.4	29.1	12.8	3.9	.0043
Craig	38,846	22,281	27.1	33.7	15.5	5.9	.0012
Culpeper	218,844	20,807	25.5	29.3	13.4	9.2	.0081
Cumberland	62,190	16,886	30.2	25.6	9.1	6.6	.0022
Dickenson	169,466	19,875	26.0	31.8	12.1	5.8	.0061
Emporia city	46,565	17,939	33.0	25.2	11.1	6.6	.0030
Emporia	46,565	17,939	33.0	25.2	11.1	6.6	.0030
Essex	67,785	16,781	33.3	27.0	7.6	5.6	.0034
☐ Fairfax	12,740,746	45,539	10.1	20.5	20.9	43.8	.3925
☐ Fairfax city	356,473	42,489	11.4	22.8	19.6	41.1	.0236
Fairfax	356,473	42,489	11.4	22.8	19.6	41.1	.0234
☐ Falls Church city	202,397	39,255	13.1	24.6	19.1	37.8	.0101
Falls Church	202,397	39,255	13.1	24.6	19.1	37.8	.0101
Fauquier	465,124	27,047	21.6	27.8	18.5	16.9	.0152
Floyd	101,163	18,360	27.1	30.9	9.9	5.4	.0033
Franklin	336,071	21,447	27.4	32.3	14.4	7.2	.0108
Franklin city	69,583	19,492	25.7	25.7	10.7	12.5	.0032
Franklin	69,583	19,492	25.7	25.7	10.7	12.5	.0032
Frederick	366,862	25,678	22.7	31.3	20.4	11.2	.0125
Fredericksburg city	198,620	20,510	27.3	27.4	12.2	11.8	.0119
Fredericksburg	198,620	20,510	27.3	27.4	12.2	11.8	.0119
Galax city	71,307	16,473	36.9	25.7	8.3	4.8	.0036
Galax	71,307	16,473	36.9	25.7	8.3	4.8	.0036
Giles	162,163	20,778	28.6	31.7	12.5	8.0	.0062
Grayson	158,291	19,325	30.1	32.2	9.4	6.6	.0048
Greensville	69,498	17,085	29.4	27.9	9.3	5.6	.0021
Halifax	249,906	20,761	26.2	28.2	15.2	7.8	.0076
Harrisonburg city	240,720	17,539	29.8	25.2	11.7	7.5	.0138
Harrisonburg	240,720	17,539	29.8	25.2	11.7	7.5	.0138
Henry	579,418	23,715	24.4	34.5	16.0	9.0	.0195
Highland	22,802	16,345	26.8	26.1	9.6	4.6	.0007
Isle of Wight	222,995	23,451	23.1	32.0	16.0	9.5	.0073
King and Queen	48,554	16,500	29.4	26.6	10.5	5.0	.0016
King George	124,672	27,102	20.9	25.1	20.1	17.5	.0035
King William	93,806	22,092	25.6	31.0	14.7	9.4	.0034
Lancaster	117,122	20,675	25.9	24.9	13.9	12.6	.0043
Lee	203,209	16,100	30.9	25.2	9.6	4.7	.0069
Lexington city	68,980	19,731	27.3	21.8	11.6	16.0	.0032
Lexington	68,980	19,731	27.3	21.8	11.6	16.0	.0032
☐ Loudoun	912,803	34,124	14.7	27.0	23.8	24.6	.0298
Louisa	136,195	16,393	29.9	28.2	7.7	3.7	.0049
Lunenburg	101,994	18,423	29.1	26.7	11.2	8.5	.0036
Madison	90,735	19,358	29.6	31.9	10.4	5.7	.0034
☐ Manassas city	230,158	35,579	14.8	26.9	29.1	21.9	.0115
Manassas	230,158	35,579	14.8	26.9	29.1	21.9	.0115
☐ Manassas Park city	60,032	26,039	18.7	48.1	17.8	4.7	.0018
Manassas Park	60,032	26,039	18.7	48.1	17.8	4.7	.0018
Martinsville city	200,101	21,809	25.6	27.9	12.4	14.2	.0088
Martinsville	200,101	21,809	25.6	27.9	12.4	14.2	.0088
Mathews	103,647	22,653	23.3	27.5	15.8	12.4	.0030
Mecklenburg	255,874	18,874	26.7	29.0	11.5	6.9	.0099
Middlesex	82,260	18,523	28.9	24.5	11.4	10.3	.0028
Montgomery	686,670	21,950	26.0	26.6	13.8	13.6	.0251
Nelson	120,132	20,286	26.0	24.8	15.0	10.7	.0041
Northampton	122,492	16,876	28.4	23.2	10.7	7.4	.0045
Northumberland	109,612	19,607	29.6	26.3	12.6	10.1	.0036

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Sources: S&MM Survey of Buying Power, 1985; Circulation '85/'86
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VA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 A	(B) $20,000–$34,999 B	(C) $35,000–$49,999 C	(D) $50,000 & Over D	Buying Power Index
Norton city	42,797	18,378	27.6	27.0	9.5	10.0	.0032
Norton	42,797	18,378	27.6	27.0	9.5	10.0	.0032
Nottoway	136,669	20,598	25.8	28.7	14.1	8.6	.0049
Orange	196,852	21,384	26.7	27.2	14.5	11.7	.0069
Page	185,390	19,531	30.1	29.1	12.7	6.9	.0066
Patrick	169,234	20,615	27.4	30.4	14.4	6.6	.0053
Prince Edward	118,002	16,920	29.4	27.7	9.0	5.3	.0057
☐ Prince William	2,186,652	38,351	12.2	25.5	27.9	28.9	.0742
Pulaski	356,308	22,635	26.3	32.5	15.5	8.5	.0120
Radford city	133,877	23,370	26.0	27.1	14.8	14.2	.0052
Radford	133,877	23,370	26.0	27.1	14.8	14.2	.0052
Rappahannock	66,411	21,255	24.7	27.9	13.5	10.9	.0018
Richmond	64,939	20,393	25.1	29.8	12.1	9.1	.0025
Rockbridge	145,949	18,349	29.8	28.6	12.2	4.7	.0063
Rockingham	479,833	20,903	27.3	32.7	12.3	7.4	.0157
Russell	271,189	18,589	28.5	29.1	11.6	5.6	.0093
☐ Scott	224,988	19,801	26.2	24.9	14.6	10.0	.0084
Shenandoah	286,875	20,341	29.1	30.3	12.4	8.2	.0102
Smyth	305,370	20,168	29.5	31.9	12.2	6.4	.0111
Southampton	136,261	20,198	22.0	28.2	14.2	8.0	.0050

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 A	(B) $20,000–$34,999 B	(C) $35,000–$49,999 C	(D) $50,000 & Over D	Buying Power Index
South Boston city	68,259	20,449	26.4	30.0	12.3	8.9	.0041
South Boston	68,259	20,449	26.4	30.0	12.3	8.9	.0041
Spotsylvania	431,982	29,573	18.4	31.5	22.9	15.5	.0157
☐ Stafford	573,424	31,689	17.8	30.1	23.3	19.4	.0183
Staunton city	212,701	21,028	27.9	29.7	14.6	8.3	.0091
Staunton	212,701	21,028	27.9	29.7	14.6	8.3	.0091
Surry	46,177	17,804	29.9	27.7	11.0	5.0	.0017
Sussex	91,327	21,197	22.9	29.2	13.2	9.9	.0035
Tazewell	392,106	17,733	30.4	30.3	9.3	4.3	.0174
Warren	211,399	19,714	29.4	30.6	13.3	5.2	.0079
☐ Washington	428,209	19,362	28.5	28.7	12.5	7.2	.0147
Waynesboro city	183,927	24,542	24.2	31.6	16.1	13.6	.0074
Waynesboro	183,927	24,542	24.2	31.6	16.1	13.6	.0074
Westmoreland	124,792	16,767	31.0	24.2	9.9	6.5	.0043
Winchester city	240,388	20,884	28.0	25.9	13.6	12.6	.0114
Winchester	240,388	20,884	28.0	25.9	13.6	12.6	.0114
Wise	426,731	22,274	24.7	29.8	15.4	9.5	.0157
Wythe	222,495	18,609	32.1	30.5	9.9	5.6	.0095
TOTAL METRO COUNTIES	**54,396,859**	**29,379**	**19.4**	**27.0**	**18.8**	**21.6**	**1.8843**
TOTAL STATE	**69,757,778**	**26,494**	**21.5**	**27.6**	**17.3**	**18.0**	**2.4511**

WASHINGTON

WASH.
S&MM ESTIMATES

POPULATION—12/31/85 | RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BELLINGHAM	**114.9**	**.0477**	**30.4**	**14.7**	**19.8**	**16.8**	**24.1**	**44.0**	**638,904**	**145,699**	**74,431**	**74,167**	**21,393**	**123,897**	**21,087**
Whatcom	114.9	.0477	30.4	14.7	19.8	16.8	24.1	44.0	638,904	145,699	74,431	74,167	31,393	123,897	21,087
• Bellingham	46.0	.0191	30.0	21.0	20.1	14.2	25.8	19.0	442,132	96,941	49,647	61,903	23,661	82,301	17,206
SUBURBAN TOTAL	68.9	.0286	30.7	10.4	19.7	18.5	23.0	25.0	196,772	48,758	24,784	12,264	7,732	41,596	3,881
BREMERTON	**170.4**	**.0708**	**30.7**	**12.9**	**19.2**	**19.1**	**22.7**	**42.2**	**697,524**	**162,598**	**76,380**	**64,170**	**34,600**	**142,822**	**40,522**
Kitsap	170.4	.0708	30.7	12.9	19.2	19.1	22.7	62.2	697,524	162,598	76,380	64,170	34,600	142,822	40,522
• Bremerton	36.2	.0150	28.7	22.5	18.6	13.1	25.2	14.4	371,745	61,337	40,497	57,047	22,899	94,246	23,612
SUBURBAN TOTAL	134.2	.0558	31.2	10.3	19.5	20.7	22.0	47.8	325,779	101,261	35,883	7,123	11,701	48,576	16,910
OLYMPIA	**143.1**	**.0594**	**31.3**	**10.7**	**19.3**	**19.7**	**23.2**	**55.5**	**765,655**	**186,362**	**78,749**	**114,638**	**35,630**	**137,920**	**24,757**
Thurston	143.1	.0594	31.3	10.7	19.3	19.7	23.2	55.5	765,655	186,362	78,749	114,638	35,630	137,920	24,757
• Olympia	30.0	.0125	33.0	11.5	19.3	18.4	27.8	13.3	423,609	72,025	38,118	72,855	25,430	110,144	9,112
SUBURBAN TOTAL	113.1	.0469	30.8	10.5	19.2	20.0	21.9	42.2	342,046	114,337	40,631	41,783	10,200	27,776	15,645
RICHLAND - KENNEWICK - PASCO	**143.9**	**.0598**	**29.5**	**11.4**	**20.1**	**19.2**	**19.7**	**51.3**	**792,496**	**186,346**	**69,307**	**108,060**	**27,937**	**150,922**	**38,974**
Benton	107.4	.0446	29.8	11.1	20.5	20.3	19.1	38.3	551,292	142,276	50,332	81,750	23,051	75,340	28,855
• Kennewick	37.2	.0154	28.2	13.8	23.6	17.9	16.1	14.0	328,672	74,070	25,265	60,382	12,427	42,861	16,808
• Richland	31.3	.0130	32.3	9.8	17.9	22.1	23.1	11.7	163,842	47,408	18,073	20,901	8,186	17,077	10,910
Franklin	36.5	.0152	28.4	12.0	19.0	16.0	21.5	13.0	241,204	44,070	18,975	26,310	4,886	75,582	10,119
• Pasco	19.0	.0079	28.7	14.3	18.1	13.8	24.7	7.4	207,754	30,592	15,422	23,999	4,670	71,815	9,065
SUBURBAN TOTAL	56.4	.0235	29.3	9.6	19.6	20.4	18.4	18.2	92,228	34,276	10,547	2,778	2,654	19,169	2,191

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(See page B-26)

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WASH. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SEATTLE	**1,719.7**	**.7140**	**32.1**	**11.9**	**20.6**	**20.2**	**23.9**	**686.2**	**11,402,950**	**2,280,824**	**1,340,276**	**1,256,738**	**567,801**	**2,320,740**	**391,765**
King	1,341.5	.5570	32.4	12.2	20.7	20.1	24.5	544.0	9,388,266	1,849,901	1,137,595	995,720	470,033	1,892,102	333,359
• Auburn	29.7	.0123	30.7	14.2	19.1	18.3	23.5	12.0	316,109	53,390	18,111	1,697	12,776	162,436	10,966
Bellevue	79.8	.0331	32.9	12.7	17.1	25.2	21.3	31.3	1,006,367	129,687	88,676	93,929	58,650	255,618	30,057
• Seattle	491.8	.2042	33.7	13.9	22.8	15.9	31.3	226.6	3,722,313	666,242	540,945	385,334	183,868	666,893	116,437
Snohomish	378.2	.1570	31.0	10.9	19.7	20.5	21.6	142.2	2,014,684	430,923	202,681	261,018	97,768	428,638	58,406
• Everett	58.0	.0241	32.8	13.1	17.6	16.2	30.0	25.1	614,164	101,175	68,485	110,605	26,393	138,134	23,205
SUBURBAN TOTAL	1,140.2	.4734	31.3	10.9	19.7	22.3	20.4	422.5	6,750,364	1,460,017	712,735	759,102	344,764	1,353,277	241,157
SEATTLE - TACOMA CONSOLIDATED AREA	***2,241.6***	***.9307***	***31.7***	***12.3***	***20.1***	***19.8***	***23.6***	***883.3***	***14,125,967***	***2,826,021***	***1,619,842***	***1,587,029***	***683,402***	***2,953,553***	***472,789***
SPOKANE	**357.9**	**.1486**	**31.3**	**12.5**	**18.3**	**17.8**	**25.4**	**139.9**	**2,044,223**	**445,816**	**212,006**	**255,122**	**95,749**	**466,240**	**65,503**
Spokane	357.9	.1486	31.3	12.5	18.3	17.8	25.4	139.9	2,044,223	445,816	212,006	255,122	95,749	466,240	65,503
• Spokane	175.6	.0729	32.6	13.1	18.6	15.0	30.6	75.7	1,305,886	273,348	135,729	194,156	67,662	274,208	45,384
SUBURBAN TOTAL	182.3	.0757	30.0	11.8	18.3	20.5	20.5	64.2	738,337	172,468	76,277	60,966	28,087	192,032	20,119
TACOMA	**521.9**	**.2167**	**30.3**	**13.8**	**18.5**	**18.5**	**22.8**	**197.1**	**2,723,017**	**545,197**	**279,566**	**330,291**	**115,601**	**632,813**	**81,024**
Pierce	521.9	.2167	30.3	13.8	18.5	18.5	22.8	197.1	2,723,017	545,197	279,566	330,291	115,601	632,813	81,024
• Tacoma	160.3	.0666	32.0	12.5	18.0	16.0	28.6	67.6	1,320,877	190,061	131,906	250,938	61,547	339,858	35,149
SUBURBAN TOTAL	361.6	.1501	29.6	14.4	18.6	19.6	20.3	129.5	1,402,140	355,136	147,660	79,353	54,054	292,955	45,875
VANCOUVER	**211.7**	**.0879**	**30.5**	**10.2**	**19.6**	**19.5**	**21.6**	**78.7**	**828,976**	**199,029**	**97,066**	**154,705**	**30,664**	**149,317**	**29,873**
Clark	211.7	.0879	30.5	10.2	19.6	19.5	21.6	78.7	828,976	199,029	97,066	154,705	30,664	149,317	29,873

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WASH. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Vancouver	43.9	.0182	33.3	13.7	17.8	15.4	31.5	20.3	273,626	49,865	36,617	24,796	12,243	88,984	8,109
SUBURBAN TOTAL	167.8	.0697	29.8	9.2	20.1	20.7	18.9	58.4	555,350	149,164	60,449	129,909	18,421	60,333	21,764
YAKIMA	**181.7**	**.0754**	**31.6**	**10.4**	**16.6**	**17.9**	**26.5**	**67.0**	**888,781**	**213,595**	**83,057**	**105,245**	**28,111**	**201,267**	**27,833**
Yakima	181.7	.0754	31.6	10.4	16.6	17.9	26.5	67.0	888,781	213,595	83,057	105,245	28,111	201,267	27,833
• Yakima	49.2	.0204	33.5	11.5	17.2	16.1	31.3	20.6	511,828	95,186	49,409	71,533	19,005	129,305	14,988
SUBURBAN TOTAL	132.5	.0550	30.9	10.1	16.3	18.5	24.8	46.4	376,953	118,409	33,648	33,712	9,106	71,962	12,845
OTHER COUNTIES															
Adams	13.8	.0057	29.7	9.5	16.7	18.2	23.0	5.0	59,046	16,321	6,324	2,565	1,841	8,574	2,762
Asotin	17.7	.0074	32.8	10.0	15.7	17.5	28.9	7.0	52,749	20,793	7,710	56	3,463	3,887	3,394
Chelan	48.5	.0201	34.9	10.0	16.3	18.3	31.6	20.0	305,793	63,787	29,047	28,460	13,789	72,331	13,866
Clallam	54.0	.0224	33.3	10.5	17.6	16.9	30.1	21.5	256,947	60,893	24,735	26,799	7,767	59,419	12,608
Columbia	4.0	.0017	38.9	5.7	14.8	17.8	37.2	1.6	13,899	4,664	1,967	818	326	938	560
Cowlitz	79.6	.0330	31.5	10.3	18.3	18.7	24.8	30.4	442,413	116,803	47,892	63,636	12,455	100,185	13,925
Douglas	23.9	.0100	32.0	9.4	18.0	20.4	24.3	9.3	105,700	39,648	11,750	5,689	2,301	10,515	5,166
Ferry	6.4	.0026	29.2	10.8	19.1	18.0	20.8	2.1	9,743	5,316	830		260	1,849	296
Garfield	2.3	.0009	38.5	6.7	14.2	18.2	36.1	1.0	3,097	1,394	235		106	82	338
Grant	52.7	.0219	30.7	10.3	16.3	17.9	25.2	19.4	241,101	67,002	27,088	6,991	6,363	49,538	11,836
Grays Harbor	65.8	.0273	32.7	10.3	17.1	17.9	28.2	25.8	315,042	103,846	34,878	16,294	14,799	50,483	14,864
Island	49.7	.0207	31.0	13.2	18.3	17.6	25.0	18.5	158,380	45,826	19,685	6,159	10,170	33,878	5,464
Jefferson	17.9	.0074	36.5	7.5	17.7	17.7	34.2	7.4	68,015	21,023	7,526	2,214	1,825	5,036	930
Kittitas	24.6	.0102	29.8	20.5	17.0	15.9	25.1	9.6	145,273	36,398	21,784	12,403	3,031	23,474	1,536
Klickitat	16.6	.0069	32.0	9.0	18.2	18.0	26.6	6.2	45,568	13,140	4,283	575	831	10,624	1,757
Lewis	57.5	.0239	33.1	9.3	15.9	18.1	28.9	22.0	298,416	78,901	30,130	34,608	9,283	51,585	11,532
Lincoln	9.4	.0039	37.0	6.9	15.0	18.6	34.1	3.7	26,434	9,933	2,105	686	152	5,767	1,322
Mason	35.4	.0147	33.8	11.3	16.2	17.5	30.5	13.7	119,982	46,416	11,684	6,444	4,287	15,566	2,462
Okanogan	32.7	.0135	32.9	8.6	17.0	19.2	27.2	12.7	161,108	43,049	17,094	26,681	4,962	20,915	6,511
Pacific	17.4	.0073	37.6	8.3	15.1	16.3	36.7	7.4	59,423	19,028	8,923	4,578	959	3,991	2,524
Pend Oreille	9.2	.0038	33.0	7.3	16.0	19.4	27.4	3.3	34,328	19,148	2,107	368	176	4,532	1,875
San Juan	9.0	.0037	38.2	6.1	19.6	17.4	36.9	3.9	34,586	13,284	4,246	706	227	1,543	1,109
Skagit	68.9	.0286	33.6	9.6	17.6	18.2	29.4	27.3	464,222	122,360	49,834	15,177	15,102	128,440	19,360
Skamania	8.1	.0034	31.7	9.3	18.1	20.4	23.5	3.0	8,847	4,256	1,019	402		528	311
Stevens	32.2	.0134	30.5	8.2	18.5	19.3	22.3	11.1	89,352	26,971	9,022	2,726	3,164	17,425	2,343
Wahkiakum	3.6	.0015	33.5	7.7	16.2	17.3	30.3	1.4	6,374	3,575	774	250	83	169	
Walla Walla	47.8	.0199	32.7	13.8	17.2	17.1	28.9	17.6	235,131	50,603	20,179	24,497	10,364	57,419	12,317
Whitman	42.8	.0178	24.9	32.0	17.3	13.7	18.6	15.0	119,964	40,413	9,702	1,620	4,354	29,435	4,191
TOTAL METRO COUNTIES	**3,565.2**	**1.4803**	**31.4**	**12.1**	**19.7**	**19.3**	**23.6**	**1,281.9**	**20,782,526**	**4,365,466**	**2,310,838**	**2,463,136**	**967,486**	**4,325,938**	**721,338**
TOTAL STATE	**4,416.7**	**1.8339**	**31.5**	**12.0**	**19.2**	**19.0**	**24.4**	**1,708.8**	**24,663,459**	**5,460,257**	**2,723,391**	**2,754,538**	**1,099,926**	**5,094,066**	**876,497**

WASH.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BELLINGHAM	**1,175,065**	**20,426**	**25.7**	**28.6**	**13.3**	**9.1**	**.0442**
Whatcom	1,175,065	20,426	25.7	28.6	13.3	9.1	.0442
• Bellingham	472,112	17,539	26.6	24.9	11.1	8.4	.0218
SUBURBAN TOTAL	702,953	22,726	25.1	31.2	15.0	9.7	.0224
BREMERTON	**1,907,965**	**25,053**	**23.4**	**30.8**	**18.0**	**11.9**	**.0632**
Kitsap	1,907,965	25,053	23.4	30.8	18.0	11.9	.0632
• Bremerton	393,394	19,592	27.9	28.3	13.0	7.7	.0180
SUBURBAN TOTAL	1,514,571	26,797	21.9	31.7	19.5	13.2	.0452
OLYMPIA	**1,640,675**	**24,005**	**24.1**	**28.6**	**17.6**	**12.1**	**.0576**
Thurston	1,640,675	24,005	24.1	28.6	17.6	12.1	.0576
• Olympia	374,688	20,770	24.9	25.4	13.4	12.9	.0183
SUBURBAN TOTAL	1,265,987	25,059	23.9	29.4	18.9	11.9	.0393
RICHLAND - KENNEWICK - PASCO	**1,827,169**	**31,042**	**17.3**	**27.1**	**22.6**	**20.1**	**.0617**
Benton	1,434,910	33,070	15.7	26.8	23.9	22.4	.0465
• Kennewick	484,708	30,354	17.7	28.2	23.0	18.1	.0188
• Richland	480,355	37,264	13.6	23.5	24.6	29.2	.0147
Franklin	392,259	24,979	21.8	28.3	18.6	13.0	.0152
• Pasco	196,285	21,975	22.5	28.6	16.8	8.8	.0096
SUBURBAN TOTAL	665,821	31,875	17.3	27.9	23.3	20.3	.0186

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SEATTLE	**24,534,691**	**29,232**	**19.0**	**27.2**	**19.7**	**19.7**	**.8259**
King	19,723,757	29,320	19.0	26.4	19.5	20.5	.6653
• Auburn	373,188	26,402	20.6	30.8	19.2	13.6	.0159
Bellevue	1,374,884	35,763	16.8	24.2	20.3	30.8	.0528
• Seattle	7,092,580	22,785	23.7	25.5	15.2	14.9	.2475
Snohomish	4,810,934	28,945	19.1	30.0	20.8	16.6	.1606
• Everett	707,092	21,981	23.2	27.8	15.3	11.1	.0307
SUBURBAN TOTAL	16,361,831	32,618	16.2	27.9	22.4	23.0	.5318
SEATTLE - TACOMA CONSOLIDATED AREA	***29,739,888***	***27,039***	***20.6***	***27.7***	***18.4***	***17.1***	***1.0206***
SPOKANE	**3,514,223**	**19,532**	**26.8**	**28.6**	**13.1**	**7.1**	**.1365**
Spokane	3,514,223	19,532	26.8	28.6	13.1	7.1	.1365
• Spokane	1,728,988	17,090	28.2	26.4	10.5	5.8	.0735
SUBURBAN TOTAL	1,785,235	22,758	24.8	31.3	16.3	8.6	.0630
TACOMA	**5,205,197**	**20,613**	**26.3**	**29.5**	**13.9**	**8.0**	**.1947**
Pierce	5,205,197	20,613	26.3	29.5	13.9	8.0	.1947
• Tacoma	1,538,373	17,512	27.2	27.0	11.2	5.8	.0692
SUBURBAN TOTAL	3,666,824	22,302	26.0	30.6	15.4	9.1	.1255

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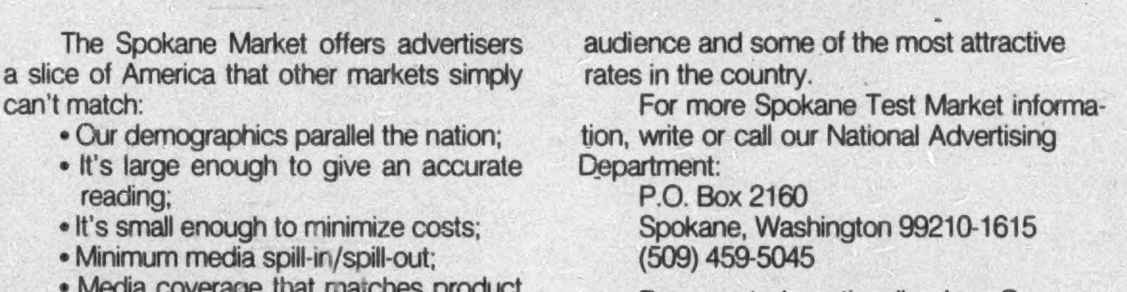

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WASH. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
VANCOUVER	**2,340,583**	**25,276**	**21.7**	**31.1**	**18.4**	**11.4**	**.0772**
Clark	2,340,583	25,276	21.7	31.1	18.4	11.4	.0772
• Vancouver	502,202	18,219	26.9	25.7	11.6	8.6	.0185
SUBURBAN TOTAL	1,838,381	27,451	19.8	33.1	20.8	12.4	.0587
YAKIMA	**1,654,879**	**18,578**	**27.6**	**27.2**	**12.2**	**7.2**	**.0638**
Yakima	1,654,879	18,578	27.6	27.2	12.2	7.2	.0638
• Yakima	493,617	17,492	27.4	25.3	11.7	7.2	.0239
SUBURBAN TOTAL	1,161,262	19,026	27.6	28.1	12.4	7.2	.0399
OTHER COUNTIES							
Adams	149,167	24,491	22.6	32.5	15.8	12.1	.0050
Asotin	190,259	21,578	24.1	25.7	17.6	9.8	.0060
Chelan	506,434	19,052	28.1	26.8	12.8	8.2	.0197
Clallam	522,956	19,267	28.7	30.1	11.7	6.6	.0192
Columbia	41,778	20,825	25.4	30.4	13.5	8.1	.0015
Cowlitz	886,088	24,883	20.4	30.4	18.8	10.7	.0319
Douglas	259,153	22,727	25.8	28.7	17.9	9.1	.0089
Ferry	54,579	21,286	23.6	31.7	13.3	7.9	.0017
Garfield	27,041	21,696	27.2	29.7	15.0	9.7	.0008
Grant	499,434	20,824	26.6	29.3	14.2	8.5	.0184
Grays Harbor	766,632	24,124	21.8	27.8	17.6	12.6	.0259
Island	537,078	21,415	29.3	29.3	13.0	11.3	.0172
Jefferson	188,948	18,968	28.5	27.4	12.3	8.0	.0064
Kittitas	201,846	14,842	28.8	23.6	8.6	4.7	.0089
Klickitat	154,535	20,071	27.8	30.0	13.4	6.7	.0050
Lewis	564,587	19,913	26.3	27.5	14.1	8.3	.0213
Lincoln	124,794	26,131	22.4	31.0	18.0	15.2	.0036
Mason	348,259	20,003	28.6	29.3	12.7	8.0	.0117
Okanogan	243,527	14,606	29.3	25.7	6.6	3.6	.0105
Pacific	168,047	16,680	28.7	25.1	10.5	6.2	.0058
Pend Oreille	64,048	14,885	27.7	26.8	8.8	3.0	.0027
San Juan	110,015	20,840	26.7	29.0	11.6	11.7	.0035
Skagit	746,971	21,417	25.1	28.9	14.0	10.1	.0291
Skamania	56,586	15,943	36.4	27.8	4.3	1.9	.0018
Stevens	279,858	19,997	26.8	28.3	14.2	7.5	.0096
Wahkiakum	36,609	21,333	20.6	33.4	11.6	7.8	.0011
Walla Walla	497,810	21,298	25.2	27.2	15.3	10.5	.0179
Whitman	444,373	20,356	27.9	25.4	13.8	11.5	.0141
TOTAL METRO COUNTIES	**43,800,447**	**25,329**	**21.9**	**28.2**	**17.5**	**14.7**	**1.5248**
TOTAL STATE	**52,471,859**	**24,332**	**22.7**	**28.3**	**16.8**	**13.6**	**1.8340**

WEST VIRGINIA

W.VA.
S&MM ESTIMATES

	POPULATION—12/31/85								RETAIL SALES BY STORE GROUP 1985						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLESTON	**268.7**	**.1116**	**33.2**	**10.4**	**17.8**	**19.0**	**27.9**	**105.2**	**1,617,419**	**345,078**	**114,672**	**200,482**	**55,466**	**465,453**	**55,758**
Kanawha	225.3	.0936	33.6	10.6	17.6	18.6	28.9	89.7	1,454,886	309,342	104,051	192,745	53,035	410,261	52,339
• Charleston	58.6	.0243	36.9	10.1	17.0	17.0	35.3	25.8	752,341	116,998	62,479	142,632	23,672	209,180	21,539
Putnam	43.4	.0180	31.5	9.5	19.0	21.2	22.2	15.5	162,533	35,736	10,621	7,737	2,431	55,192	3,419
SUBURBAN TOTAL	210.1	.0873	32.4	10.5	18.0	19.6	25.8	79.4	865,078	228,080	52,193	57,850	31,794	256,273	34,219
HUNTINGTON - ASHLAND	**339.8**	**.1409**	**32.6**	**10.9**	**16.3**	**19.2**	**27.0**	**125.1**	**1,709,810**	**357,931**	**138,951**	**327,931**	**71,592**	**325,462**	**60,447**
Cabell	105.4	.0437	33.7	12.4	16.1	18.0	29.9	41.8	897,591	148,488	77,720	210,892	37,329	186,100	23,764
• Huntington	60.6	.0252	36.0	14.0	14.6	15.8	35.3	25.7	600,159	117,449	62,653	70,492	30,411	142,199	19,996
Wayne	47.5	.0197	31.9	10.3	16.3	19.8	25.2	16.9	126,653	29,207	8,281	26,465	2,752	23,312	1,567
Boyd, Ky.	*55.2*	*.0229*	*33.5*	*10.3*	*16.7*	*19.8*	*27.7*	*20.5*	*345,372*	*74,775*	*29,638*	*63,182*	*11,195*	*62,055*	*16,687*
• Ashland	*26.4*	*.0110*	*37.5*	*10.0*	*14.2*	*18.2*	*34.9*	*10.7*	*276,739*	*48,108*	*26,276*	*61,152*	*10,189*	*55,632*	*15,883*
Carter, Ky.	*26.3*	*.0109*	*30.3*	*11.5*	*16.0*	*18.5*	*24.0*	*8.8*	*86,146*	*25,490*	*5,525*	*8,961*	*7,492*	*12,422*	*3,392*
Greenup, Ky.	*40.4*	*.0167*	*31.4*	*9.8*	*16.9*	*21.0*	*23.0*	*13.6*	*82,963*	*31,096*	*4,636*	*4,281*	*3,171*	*16,072*	*2,767*
Lawrence, Ohio	*65.0*	*.0270*	*32.3*	*9.9*	*15.9*	*19.3*	*26.3*	*23.5*	*171,085*	*48,875*	*13,151*	*14,150*	*9,653*	*25,301*	*12,270*
SUBURBAN TOTAL	252.8	.1047	31.6	10.3	16.8	20.1	24.2	88.7	832,912	192,374	49,992	196,287	30,992	127,631	24,568
PARKERSBURG - MARIETTA	**159.0**	**.0660**	**32.5**	**10.8**	**16.5**	**19.4**	**26.5**	**59.2**	**905,277**	**175,873**	**75,311**	**140,170**	**27,212**	**213,831**	**40,056**
Wood	93.0	.0386	33.0	10.3	16.6	19.6	27.1	35.6	571,835	103,823	45,001	106,623	24,305	148,945	16,479
• Parkersburg	39.3	.0163	35.7	10.4	15.3	16.9	33.9	16.6	392,688	82,290	31,931	57,686	12,888	119,496	13,819

W.VA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Washington, Ohio	*66.0*	*.0274*	*31.9*	*11.5*	*16.4*	*19.2*	*25.7*	*23.6*	*393,442*	*72,050*	*30,310*	*33,547*	*12,907*	*64,886*	*23,577*
• *Marietta*	*16.8*	*.0070*	*32.4*	*16.6*	*15.6*	*15.3*	*30.6*	*6.5*	*197,240*	*39,129*	*22,578*	*28,735*	*8,021*	*27,235*	*18,795*
SUBURBAN TOTAL	102.9	.0427	31.5	10.0	17.1	21.0	23.1	36.1	315,349	54,454	20,802	53,749	16,303	67,100	7,442
STEUBENVILLE - WEIRTON	**156.5**	**.0650**	**33.7**	**10.9**	**15.8**	**18.2**	**29.8**	**58.2**	**684,885**	**185,212**	**57,722**	**85,502**	**24,915**	**131,909**	**29,018**
Brooke	29.6	.0123	32.7	12.4	15.9	18.4	27.9	10.7	106,803	30,855	12,868	8,052	5,393	16,845	5,315
Hancock	39.6	.0165	33.3	10.6	16.3	18.6	28.6	14.9	181,999	61,099	18,647	19,371	4,585	29,289	8,888
• Weirton	23.8	.0099	36.0	11.0	15.2	18.2	33.1	9.4	172,153	48,214	18,373	20,938	4,747	33,117	8,280
Jefferson, Ohio	*87.3*	*.0362*	*34.3*	*10.6*	*15.4*	*18.0*	*31.0*	*32.6*	*396,083*	*93,259*	*26,207*	*58,079*	*14,937*	*85,775*	*14,815*
• *Steubenville*	*24.1*	*.0100*	*38.5*	*11.2*	*14.1*	*15.6*	*38.1*	*9.6*	*219,485*	*35,089*	*15,052*	*45,206*	*10,796*	*43,187*	*11,018*
SUBURBAN TOTAL	108.6	.0451	32.6	10.8	16.3	18.8	27.2	39.2	293,247	101,909	24,297	19,358	9,370	55,605	9,720
WHEELING	**181.9**	**.0756**	**34.0**	**11.0**	**16.3**	**17.0**	**31.4**	**69.8**	**1,004,120**	**220,285**	**77,419**	**187,381**	**47,815**	**188,209**	**34,083**
Marshall	41.1	.0171	32.6	9.8	17.8	18.1	27.6	15.1	146,496	46,485	8,965	24,809	4,916	28,541	5,864
Ohio	58.7	.0244	34.7	13.0	15.4	16.3	33.3	23.1	347,820	61,750	34,499	25,925	27,049	89,403	11,196
• Wheeling	40.8	.0169	37.5	11.7	14.6	15.8	37.0	17.0	300,511	58,592	28,870	25,720	26,206	75,918	10,494
Belmont, Ohio	*82.1*	*.0341*	*34.3*	*10.1*	*16.1*	*17.0*	*31.9*	*31.6*	*509,804*	*112,050*	*33,955*	*136,647*	*15,850*	*70,265*	*17,028*
SUBURBAN TOTAL	141.1	.0587	33.3	10.7	16.7	17.4	29.8	52.8	703,609	161,693	48,549	161,661	21,609	112,291	23,594
OTHER COUNTIES															
Barbour	17.0	.0071	32.2	12.0	15.4	16.7	29.1	6.2	44,632	13,114	3,152	1,793	1,688	11,465	1,658
Berkeley	51.1	.0212	32.5	9.9	17.2	18.9	26.8	19.2	240,872	69,508	14,707	22,383	4,169	47,772	8,740
Boone	31.4	.0130	29.9	10.6	18.0	17.4	23.5	10.9	118,557	35,031	6,647	17,257	4,405	19,989	6,383
Braxton	14.6	.0061	34.1	9.3	15.6	17.0	31.6	5.5	84,487	19,875	3,941	9,698	1,120	19,274	2,551
Calhoun	9.0	.0038	33.1	9.6	16.5	16.5	30.3	3.4	22,364	8,337	448	1,829	682	4,518	1,672
Clay	11.9	.0049	30.1	9.7	16.2	16.7	25.4	4.2	24,900	10,485	634	2,097	1,213	2,926	878
Doddridge	7.9	.0033	33.2	9.3	15.1	17.0	30.2	2.7	9,293	3,284	524	152	424	1,103	415
Fayette	58.0	.0241	32.0	11.4	15.8	15.5	29.7	21.1	236,993	45,611	12,341	25,438	13,466	78,365	12,888
Gilmer	8.2	.0034	30.6	16.6	14.8	15.5	28.0	3.0	19,799	6,487	1,528	948	326	5,621	1,217
Grant	10.5	.0043	32.5	9.0	17.0	19.0	26.8	3.7	31,523	10,256	1,256	1,169	462	10,414	751
Greenbrier	37.9	.0158	33.8	9.9	16.0	18.0	30.1	14.3	215,291	68,159	12,148	21,249	2,218	58,318	10,019
Hampshire	16.2	.0067	32.7	9.2	16.1	18.1	28.1	5.8	49,291	14,480	2,300	1,682	1,200	11,627	1,414
Hardy	10.3	.0042	34.1	9.8	15.9	18.2	30.3	3.7	43,837	13,738	2,357	4,915	495	4,219	1,766
Harrison	77.8	.0323	34.5	10.1	15.5	17.5	31.7	29.7	382,016	89,752	27,609	61,732	10,971	92,298	16,439
Jackson	27.2	.0113	32.7	10.2	15.3	22.1	24.3	9.5	85,573	32,553	7,424	7,278	2,387	7,223	2,947
Jefferson	33.9	.0141	30.9	12.3	17.6	18.4	24.5	11.9	92,159	29,138	16,851	3,513	3,635	10,163	2,759
Lewis	18.9	.0078	34.9	9.1	15.5	17.7	32.2	7.1	83,231	19,726	6,654	8,202	5,430	24,054	2,588
Lincoln	23.9	.0099	30.3	10.3	16.1	18.2	24.3	7.9	31,684	10,308	1,832	2,870	1,578	5,375	1,161
Logan	51.0	.0212	29.6	10.8	17.8	16.4	24.0	17.7	223,431	47,315	12,582	37,721	10,692	53,160	11,178
McDowell	47.8	.0198	29.2	10.8	16.0	15.3	25.4	16.3	118,442	40,066	5,878	8,545	6,697	28,127	4,679
Marion	65.0	.0270	34.1	11.2	15.8	17.1	31.5	25.3	394,147	92,848	19,404	81,052	21,456	83,670	13,571
Mason	26.8	.0111	32.5	10.4	16.0	19.9	25.2	10.0	86,144	28,733	5,354	7,023	1,443	8,204	5,818
Mercer	73.5	.0306	32.6	11.1	16.7	16.9	29.1	27.8	488,268	90,362	29,794	102,086	24,820	131,028	16,748
☐ Mineral	27.8	.0115	32.8	9.9	16.1	19.0	27.4	10.2	59,502	13,796	5,641	6,031	2,398	13,854	2,779
Mingo	38.3	.0159	28.3	11.4	17.1	16.3	22.2	12.8	174,502	28,163	6,026	17,678	13,334	49,523	7,709
Monongalia	75.4	.0313	28.2	23.1	18.9	15.1	22.0	28.8	349,728	79,189	23,701	52,008	20,993	68,643	12,156
Monroe	13.5	.0056	34.3	8.6	15.2	18.2	30.8	4.8	13,395	3,044	336	953	331	2,660	1,611
Morgan	11.4	.0047	34.3	9.6	15.5	18.8	30.1	4.4	25,299	7,040	1,351	2,974	465	4,961	853
Nicholas	29.3	.0122	30.8	10.1	17.2	17.7	25.0	10.4	113,466	30,527	5,079	19,947	2,763	23,418	4,055
Pendleton	8.0	.0033	34.1	10.1	16.2	17.4	31.2	3.0	17,745	6,745	732	801	329	5,293	402
Pleasants	8.3	.0035	31.0	11.7	16.9	17.4	25.8	2.9	20,063	5,654	1,219	1,131	149	6,642	1,067
Pocahontas	10.5	.0043	35.1	9.5	15.0	17.7	32.4	3.9	46,352	10,271	6,372	2,250	835	16,021	1,966
Preston	31.7	.0132	31.9	10.1	16.4	17.5	27.4	11.3	109,697	27,759	4,148	6,823	1,758	47,353	1,883
Raleigh	88.6	.0368	31.9	9.7	17.7	17.1	27.4	32.7	489,032	101,346	30,924	99,485	21,823	113,749	15,979
Randolph	30.0	.0124	32.2	12.4	16.5	17.4	28.0	10.6	140,967	32,315	10,518	14,852	4,584	38,037	4,933
Ritchie	11.9	.0050	34.3	9.5	15.2	16.8	32.2	4.5	33,296	11,784	1,876	1,328	851	11,735	949
Roane	16.1	.0067	33.8	9.5	16.1	18.4	29.7	5.5	76,615	22,531	2,076	7,186	366	23,992	2,737
Summers	16.0	.0066	33.1	10.1	18.3	16.9	29.6	5.5	42,195	14,308	1,519	6,358	1,312	5,987	1,111
Taylor	17.2	.0072	33.3	9.3	16.2	17.5	29.7	6.3	42,105	10,460	3,297	4,108	1,538	8,960	2,952
Tucker	8.7	.0036	34.0	9.1	16.0	18.1	30.3	3.4	40,341	10,169	3,418	2,706	330	6,083	2,176
Tyler	11.3	.0047	32.9	9.1	15.5	18.8	28.1	4.1	21,118	5,282	1,205	892	580	5,689	1,148
Upshur	24.2	.0100	30.8	14.1	16.3	17.3	25.9	8.9	104,638	25,592	8,549	11,272	1,434	29,055	3,860
Webster	12.7	.0053	31.2	9.6	16.2	16.4	27.4	4.5	37,238	11,261	816	2,170	318	6,889	1,063
Wetzel	22.1	.0092	32.6	9.6	15.9	19.0	27.2	8.0	111,499	32,502	8,251	11,420	4,028	24,370	4,865
Wirt	5.4	.0022	33.2	10.2	14.2	19.9	27.6	1.9	6,939	1,498	607	204		1,224	
Wyoming	36.1	.0150	28.3	11.4	18.4	17.2	20.5	12.1	116,909	36,132	2,613	12,307	3,853	33,464	3,533
TOTAL METRO COUNTIES	**711.4**	**.2954**	**33.2**	**10.9**	**16.8**	**18.7**	**28.4**	**273.5**	**4,056,118**	**840,580**	**326,294**	**628,650**	**164,193**	**1,001,742**	**131,610**
TOTAL STATE	**1,967.9**	**.8171**	**32.3**	**11.2**	**16.7**	**17.8**	**27.6**	**730.7**	**9,316,191**	**2,153,320**	**646,292**	**1,338,135**	**367,144**	**2,254,403**	**336,858**

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHARLESTON	**2,986,523**	**22,571**	**23.7**	**29.8**	**16.0**	**9.7**	**.1104**
Kanawha	2,572,249	22,485	23.8	29.2	15.8	10.3	.0959
● Charleston	771,833	20,398	24.4	24.0	13.3	13.5	.0348
Putnam	414,274	23,003	22.8	33.7	17.0	6.4	.0145
SUBURBAN TOTAL	2,214,690	23,166	23.5	31.8	16.8	8.5	.0756
HUNTINGTON - ASHLAND	**3,032,076**	**18,261**	**26.0**	**27.7**	**12.4**	**6.0**	**.1191**
Cabell	981,252	16,912	27.8	25.8	11.1	6.0	.0457
● Huntington	572,133	14,994	28.6	23.0	9.2	5.6	.0282
Wayne	395,546	17,952	26.4	27.3	12.6	5.3	.0137
Boyd, Ky.	*532,216*	*19,694*	*23.6*	*27.7*	*14.9*	*6.8*	*.0215*
● *Ashland*	*273,492*	*17,771*	*24.6*	*24.6*	*13.3*	*7.5*	*.0130*
Carter, Ky.	*184,699*	*14,734*	*27.9*	*24.5*	*8.7*	*4.3*	*.0075*
Greenup, Ky.	*326,793*	*19,394*	*26.3*	*32.8*	*10.7*	*4.8*	*.0109*
Lawrence, Ohio	*611,568*	*20,730*	*23.6*	*29.6*	*14.7*	*7.2*	*.0200*
SUBURBAN TOTAL	2,186,451	19,367	25.5	29.4	13.2	5.9	.0779
PARKERSBURG - MARIETTA	**1,575,994**	**21,114**	**25.8**	**31.1**	**14.6**	**7.0**	**.0608**
Wood	930,670	20,802	25.7	30.7	14.1	7.1	.0367
● Parkersburg	388,390	17,597	27.9	27.6	10.6	5.8	.0186
Washington, Ohio	*645,324*	*21,552*	*25.9*	*31.8*	*15.3*	*6.9*	*.0241*
● *Marietta*	*164,041*	*18,022*	*29.4*	*26.9*	*11.1*	*6.7*	*.0086*
SUBURBAN TOTAL	1,023,563	23,280	24.2	33.6	17.0	7.6	.0336
STEUBENVILLE - WEIRTON	**1,536,662**	**21,983**	**23.0**	**32.1**	**15.6**	**6.6**	**.0552**
Brooke	267,614	21,740	24.4	36.1	13.3	4.6	.0094
Hancock	386,120	21,989	22.9	33.3	15.4	5.9	.0142
● Weirton	256,310	23,352	21.6	32.0	17.4	7.6	.0103
Jefferson, Ohio	*882,928*	*22,069*	*22.5*	*30.3*	*16.4*	*7.6*	*.0316*
● *Steubenville*	*253,786*	*18,779*	*23.1*	*24.3*	*14.4*	*8.8*	*.0113*
SUBURBAN TOTAL	1,026,566	22,351	23.3	34.0	15.4	5.8	.0336
WHEELING	**1,820,652**	**20,744**	**24.4**	**30.0**	**15.0**	**6.6**	**.0691**
Marshall	403,513	22,398	22.9	32.1	16.7	6.3	.0138
Ohio	594,759	18,760	26.0	27.0	12.9	7.2	.0229
● Wheeling	419,373	17,293	26.2	24.8	12.0	7.2	.0173
Belmont, Ohio	*822,380*	*21,395*	*23.9*	*31.3*	*15.6*	*6.3*	*.0324*
SUBURBAN TOTAL	1,401,279	21,801	23.8	31.8	15.9	6.4	.0518
OTHER COUNTIES							
Barbour	121,343	14,812	31.9	24.6	8.1	2.4	.0046
Berkeley	486,848	19,512	26.4	28.9	13.7	6.2	.0180
Boone	259,549	19,845	24.8	32.9	11.7	5.0	.0098
Braxton	104,853	13,918	29.5	23.6	7.1	3.0	.0050
Calhoun	63,522	13,344	31.4	22.2	6.9	2.6	.0023
Clay	77,159	13,907	30.2	23.5	6.1	2.3	.0029
Doddridge	47,097	13,144	34.1	19.8	6.5	2.3	.0017
Fayette	436,665	15,351	32.2	25.1	9.2	3.3	.0177
Gilmer	55,963	12,982	31.4	22.7	4.3	3.1	.0022
Grant	81,926	16,584	30.4	25.3	10.1	4.9	.0029
Greenbrier	308,722	15,706	31.0	26.0	8.1	4.8	.0134
Hampshire	115,665	14,936	32.9	24.1	7.7	3.6	.0043
Hardy	72,930	15,275	32.5	26.3	7.2	2.2	.0031
Harrison	678,711	17,023	29.0	27.2	10.0	5.1	.0268
Jackson	219,454	19,482	22.9	31.7	12.4	4.6	.0080
Jefferson	313,127	20,232	29.2	30.2	13.6	6.9	.0104
Lewis	157,142	16,271	28.1	26.8	10.3	3.9	.0062
Lincoln	154,465	15,200	27.3	27.5	8.1	2.9	.0055
Logan	437,611	18,820	28.6	28.2	12.6	6.2	.0168
McDowell	333,445	15,124	30.9	25.7	8.6	3.5	.0124
Marion	599,986	18,327	28.5	28.0	12.6	5.2	.0246
Mason	202,909	16,037	30.3	27.3	8.0	3.4	.0077
Mercer	623,638	16,587	29.8	26.9	9.3	4.9	.0277
☐ Mineral	223,369	17,579	29.4	28.9	9.9	4.0	.0076
Mingo	252,962	14,262	27.9	24.4	8.1	3.4	.0114
Monongalia	736,143	17,431	27.8	23.9	12.1	8.1	.0271
Monroe	109,539	17,418	31.6	27.1	11.6	3.7	.0032
Morgan	97,232	15,936	29.1	27.8	8.3	3.7	.0032
Nicholas	264,398	19,403	27.5	27.9	14.2	6.4	.0097
Pendleton	52,657	13,252	36.5	22.1	5.5	1.2	.0020
Pleasants	66,006	18,474	26.0	31.7	10.6	3.8	.0023
Pocahontas	69,215	13,305	33.0	21.1	6.0	2.2	.0031
Preston	238,442	15,669	29.8	26.8	7.6	3.8	.0093
Raleigh	819,591	19,237	28.2	29.4	12.4	6.3	.0325
Randolph	242,499	16,549	30.6	26.6	8.9	4.8	.0098
Ritchie	79,649	13,117	33.3	21.0	6.5	1.8	.0031
Roane	112,112	15,091	31.1	26.2	7.2	3.3	.0051
Summers	116,782	14,368	29.2	24.1	8.0	4.8	.0043
Taylor	148,760	18,273	28.6	27.7	11.7	6.1	.0049
Tucker	63,425	13,965	32.3	24.0	6.9	2.0	.0029
Tyler	120,768	23,757	23.2	25.5	21.4	10.0	.0034
Upshur	202,220	17,349	28.6	28.5	10.4	4.1	.0079
Webster	89,732	14,804	30.7	25.4	7.5	3.6	.0035
Wetzel	164,343	16,718	24.5	31.5	8.9	2.4	.0071
Wirt	40,141	16,735	26.6	31.9	8.5	2.9	.0013
Wyoming	289,275	20,012	24.6	32.3	13.0	4.7	.0106
TOTAL METRO COUNTIES	**7,169,368**	**20,525**	**25.1**	**29.5**	**14.2**	**7.5**	**.2744**
TOTAL STATE	**17,497,989**	**18,167**	**27.4**	**28.0**	**11.8**	**5.8**	**.6761**

WISCONSIN

WISC.

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
APPLETON - OSHKOSH - NEENAH	**300.8**	**.1249**	**30.4**	**13.0**	**17.3**	**17.9**	**24.1**	**109.1**	**1,534,686**	**276,121**	**144,883**	**237,419**	**78,411**	**313,600**	**33,020**
Calumet	33.6	.0140	29.4	11.2	16.6	17.9	22.8	11.3	105,987	22,125	10,501	20,127	2,940	25,267	3,200
Outagamie	133.2	.0553	29.7	12.3	17.4	17.9	22.8	47.2	738,961	127,117	62,469	142,339	46,180	169,921	11,593
● Appleton	62.7	.0260	30.7	13.1	18.0	17.6	24.7	23.9	363,698	75,346	32,568	83,340	32,311	45,774	7,268
Winnebago	134.0	.0556	31.3	14.2	17.3	18.0	25.6	50.6	689,738	126,879	71,913	74,953	29,291	118,412	18,227
● Neenah	22.6	.0094	31.2	11.4	17.1	18.8	24.8	8.6	124,807	28,397	10,097	4,388	4,330	24,201	6,834
● Oshkosh	50.3	.0209	30.9	19.1	16.8	15.1	28.0	19.7	389,114	62,440	41,607	54,011	14,508	58,269	8,666
SUBURBAN TOTAL	165.2	.0686	29.9	11.4	16.9	18.8	22.7	56.9	657,067	109,938	60,611	95,680	27,262	185,356	10,252
EAU CLAIRE	**137.8**	**.0572**	**29.9**	**15.2**	**16.8**	**16.2**	**25.3**	**49.2**	**813,978**	**127,104**	**70,777**	**108,784**	**35,237**	**214,188**	**17,034**
Chippewa	53.2	.0221	31.2	10.2	16.2	17.0	26.9	18.3	247,800	36,605	17,346	13,144	5,455	80,662	5,677
Eau Claire	84.6	.0351	29.2	18.4	17.1	15.8	24.3	30.9	566,178	90,499	53,431	95,640	29,782	133,526	11,357
● Eau Claire	54.6	.0227	28.3	23.2	17.1	13.7	24.9	20.4	512,640	81,218	46,034	93,919	26,202	111,263	10,802
SUBURBAN TOTAL	83.2	.0345	31.0	10.0	16.6	17.9	25.5	28.8	301,338	45,886	24,743	14,865	9,035	102,925	6,232
GREEN BAY	**183.2**	**.0760**	**29.4**	**12.9**	**18.4**	**17.9**	**21.8**	**67.2**	**1,057,808**	**148,122**	**109,194**	**231,125**	**57,205**	**220,165**	**17,248**
Brown	183.2	.0760	29.4	12.9	18.4	17.9	21.8	67.2	1,057,808	148,122	109,194	231,125	57,205	220,165	17,248
● Green Bay	90.9	.0377	30.5	13.7	19.0	16.0	25.5	36.8	636,176	75,621	70,096	142,325	40,018	105,709	12,998
SUBURBAN TOTAL	92.3	.0383	28.2	12.1	17.8	19.8	18.2	30.4	421,632	72,501	39,098	88,800	17,187	114,456	4,250
JANESVILLE - BELOIT	**139.5**	**.0579**	**31.1**	**11.6**	**16.8**	**19.0**	**24.5**	**51.6**	**771,651**	**152,979**	**72,874**	**136,694**	**26,738**	**133,598**	**25,340**
Rock	139.5	.0579	31.1	11.6	16.8	19.0	24.5	51.6	771,651	152,979	72,874	136,694	26,738	133,598	25,340
● Beloit	34.1	.0142	30.5	13.2	16.8	16.6	25.9	13.1	271,791	57,340	24,145	45,014	7,894	48,845	10,071
● Janesville	51.9	.0216	30.4	12.1	17.6	19.1	22.8	19.9	411,295	76,676	38,062	90,880	16,739	73,128	11,645
SUBURBAN TOTAL	53.5	.0221	32.2	10.2	15.9	20.4	25.1	18.6	88,565	18,963	10,667	800	2,105	11,625	3,624

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WISC. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/85 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1985 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
KENOSHA	**122.5**	**.0509**	**31.5**	**11.9**	**16.7**	**18.8**	**25.5**	**44.1**	**600,098**	**154,950**	**67,371**	**75,165**	**22,846**	**89,114**	**20,202**
Kenosha	122.5	.0509	31.5	11.9	16.7	18.8	25.5	44.1	600,098	154,950	67,371	75,165	22,846	89,114	20,202
• Kenosha	76.2	.0316	31.3	12.9	17.1	17.2	26.5	28.1	448,336	115,792	49,956	65,373	20,479	69,748	17,666
SUBURBAN TOTAL	46.3	.0193	31.9	10.4	16.2	21.3	23.7	16.0	151,762	39,158	17,415	9,792	2,367	19,366	2,536
LA CROSSE	**93.6**	**.0389**	**29.9**	**17.7**	**17.1**	**16.0**	**25.2**	**34.5**	**596,368**	**104,494**	**59,876**	**101,191**	**35,895**	**126,672**	**16,694**
La Crosse	93.6	.0389	29.9	17.7	17.1	16.0	25.2	34.5	596,368	104,494	59,876	101,191	35,895	126,672	16,694
• La Crosse	48.2	.0200	30.0	24.4	14.4	13.1	29.8	19.0	492,125	69,189	49,038	92,697	34,643	100,142	12,582
SUBURBAN TOTAL	45.4	.0189	29.7	10.5	20.1	19.1	30.3	15.5	104,243	35,305	10,838	8,494	1,252	26,530	4,112
MADISON	**336.7**	**.1398**	**29.4**	**17.3**	**22.3**	**17.6**	**19.8**	**132.7**	**2,337,022**	**362,715**	**254,205**	**283,654**	**247,766**	**501,380**	**57,162**
Dane	336.7	.1398	29.4	17.3	22.3	17.6	19.8	132.7	2,337,022	362,715	254,205	283,654	247,766	501,380	57,162
• Madison	172.9	.0718	28.8	22.2	22.9	15.7	20.2	71.2	1,386,506	205,124	177,357	248,447	75,835	254,787	40,554
SUBURBAN TOTAL	163.8	.0680	29.9	12.1	21.7	19.6	19.4	61.5	950,516	157,591	76,848	35,207	171,931	246,593	16,608
MILWAUKEE	**1,401.0**	**.5818**	**31.8**	**11.8**	**17.5**	**18.5**	**25.9**	**527.7**	**7,828,190**	**1,551,008**	**792,842**	**1,066,454**	**349,683**	**1,648,129**	**264,809**
Milwaukee	942.4	.3913	32.1	12.8	17.9	16.6	28.2	374.0	5,512,159	1,047,972	604,629	796,799	290,606	1,011,729	199,744
• Milwaukee	613.6	.2548	30.9	13.9	18.7	15.1	27.2	246.7	3,009,865	647,130	400,718	372,128	173,586	454,454	125,845
Wauwatosa	50.3	.0209	38.5	9.2	15.6	17.9	36.4	19.9	587,243	38,175	42,767	100,446	22,330	131,024	12,823
West Allis	64.8	.0269	35.1	12.1	16.8	16.1	34.1	27.3	475,722	77,082	44,100	52,108	36,477	131,710	13,818
Ozaukee	70.8	.0294	31.9	9.9	16.3	22.4	22.6	24.3	342,689	71,861	27,925	9,716	11,094	126,441	12,989
Washington	91.3	.0380	29.9	10.1	18.1	20.6	20.1	30.2	333,637	83,123	34,481	40,715	15,060	49,190	11,036
Waukesha	296.5	.1231	31.3	9.8	17.0	22.9	20.8	99.2	1,639,705	348,052	125,647	219,224	32,923	460,769	41,040
• Waukesha	52.8	.0219	28.9	13.9	20.8	18.0	19.3	19.6	402,543	70,987	27,535	61,538	9,506	144,605	9,583
SUBURBAN TOTAL	734.6	.3051	32.9	10.0	16.5	21.3	25.2	261.4	4,417,782	833,291	364,599	642,798	186,592	1,047,070	129,381
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,575.2***	***.6541***	***31.7***	***11.8***	***17.5***	***18.5***	***25.7***	***590.6***	***8,656,737***	***1,735,339***	***870,031***	***1,183,535***	***386,969***	***1,809,493***	***292,639***
RACINE	**174.2**	**.0723**	**31.0**	**11.2**	**17.2**	**18.9**	**24.2**	**62.9**	**828,547**	**184,331**	**77,189**	**117,081**	**37,286**	**161,364**	**27,830**
Racine	174.2	.0723	31.0	11.2	17.2	18.9	24.2	62.9	828,547	184,331	77,189	117,081	37,286	161,364	27,830
• Racine	83.3	.0346	31.0	12.0	17.6	16.0	26.9	32.5	493,896	124,875	41,354	98,014	24,413	80,349	25,475
SUBURBAN TOTAL	90.9	.0377	31.0	10.4	16.8	21.5	21.9	30.4	334,651	59,456	35,835	19,067	12,873	111,215	2,345

MADISON SOLID NO.1 IN WISCONSIN

OUTSIDE MILWAUKEE

- $4 Billion Buying Income
- $2.1 Billion Retail Sales
- 334,700 Population
- 110,666 Daily Circulation (3,125 over 1985)
- 147,112 Sunday Circulation (6,744 over 1985)

WISC. (cont.)

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
SHEBOYGAN	101.6	.0421	32.5	10.9	16.3	17.5	28.4	37.1	443,828	95,105	41,730	74,819	15,353	91,282	14,942
Sheboygan	101.6	.0421	32.5	10.9	16.3	17.5	28.4	37.1	443,828	95,105	41,730	74,819	15,353	91,282	14,942
• Sheboygan	47.3	.0196	33.6	11.4	16.0	16.0	31.8	18.6	299,892	64,762	27,738	61,283	10,721	57,494	12,134
SUBURBAN TOTAL	54.3	.0225	31.5	10.6	16.5	18.9	25.4	18.5	143,936	30,343	13,992	13,536	4,632	33,788	2,808
WAUSAU	114.9	.0477	30.7	11.3	17.1	18.2	24.5	41.1	537,170	102,829	36,649	90,152	22,874	115,336	7,712
Marathon	114.9	.0477	30.7	11.3	17.1	18.2	24.5	41.1	537,170	102,829	36,649	90,152	22,874	115,336	7,712
• Wausau	32.3	.0134	33.9	12.8	16.3	16.2	32.1	13.5	326,520	55,956	20,866	65,650	11,627	67,464	6,486
SUBURBAN TOTAL	82.6	.0343	29.6	10.8	17.4	19.0	21.6	27.6	210,650	46,874	15,783	24,502	11,247	47,872	1,226
OTHER COUNTIES															
Adams	13.9	.0058	37.4	8.8	15.1	18.0	35.2	5.2	33,837	7,387	2,388	2,049	711	5,336	625
Ashland	16.9	.0070	33.9	11.1	14.5	15.1	33.2	6.4	90,187	14,484	7,722	7,469	2,541	18,130	2,481
Barron	40.8	.0170	33.5	10.6	14.8	16.6	31.2	15.4	234,389	37,948	20,316	25,888	6,685	64,025	8,326
Bayfield	14.5	.0060	35.2	8.1	15.0	17.3	33.0	5.5	31,908	9,245	3,923	1,366	374	4,777	1,224
Buffalo	14.3	.0060	33.8	10.0	14.1	17.2	31.2	5.4	36,909	9,291	4,813	411	867	7,007	1,449
Burnett	13.8	.0057	38.0	7.9	13.2	17.0	36.7	5.2	44,741	9,210	4,753	2,293	996	11,485	672
Clark	35.1	.0145	32.9	9.2	13.8	16.5	30.6	12.2	83,807	22,379	6,890	4,887	2,646	31,805	3,296
Columbia	46.3	.0193	34.0	9.3	13.7	18.4	29.9	17.5	250,736	44,420	32,191	8,563	6,255	54,615	7,117
Crawford	16.7	.0069	33.0	9.0	15.0	16.4	30.6	6.0	64,636	16,152	6,885	5,178	2,116	20,802	1,645
Dodge	76.6	.0318	32.6	10.4	16.6	18.0	28.0	26.5	269,736	51,195	21,232	46,125	7,274	50,050	6,238
Door	26.9	.0112	33.7	10.6	16.0	16.0	31.9	10.4	133,425	30,371	21,368	10,193	4,361	22,278	2,537
☐ Douglas	43.4	.0180	32.4	12.2	16.6	16.2	29.6	16.7	205,443	38,893	30,822	20,472	4,743	39,395	5,715
• Superior	28.1	.0117	32.4	14.1	16.6	14.8	30.9	11.4	180,147	34,625	23,870	19,389	4,341	38,861	5,673
Dunn	35.4	.0147	27.9	21.6	15.7	14.7	24.1	11.9	133,105	29,757	14,296	14,049	3,112	28,195	4,692
Florence	4.1	.0017	35.9	8.3	13.2	17.4	35.7	1.4	6,708	1,434	1,761		39	2,024	249
Fond du Lac	89.8	.0373	31.5	11.6	16.6	17.3	25.8	31.4	437,484	98,742	38,347	61,439	20,287	98,750	14,427
Forest	9.5	.0040	33.7	10.2	12.9	16.4	32.0	3.4	15,899	5,711	1,479	885	455	1,019	449
Grant	52.8	.0219	29.4	16.1	14.4	15.6	26.4	17.8	205,311	48,285	18,934	11,717	8,096	52,099	5,441
Green	31.6	.0131	32.6	9.9	16.6	17.2	28.8	12.0	242,432	40,917	14,726	8,332	3,599	38,283	5,781
Green Lake	19.1	.0079	35.9	8.8	14.3	16.7	34.4	7.3	118,641	23,094	10,087	24,897	2,845	22,334	1,997
Iowa	20.5	.0085	31.6	10.3	16.0	16.2	28.3	7.5	251,567	23,626	9,698	2,723	4,893	33,234	5,708
Iron	6.4	.0027	40.3	8.8	13.2	13.5	40.2	2.7	48,756	13,687	4,506	2,592	840	6,197	333
Jackson	16.9	.0070	34.2	9.2	15.0	17.2	31.7	6.3	95,317	23,595	8,625	1,288	1,207	21,655	1,828
Jefferson	67.7	.0281	31.6	12.8	16.1	18.1	26.5	24.0	238,133	59,322	29,629	40,077	10,003	34,432	7,295
Juneau	21.9	.0091	34.8	8.9	13.9	17.2	32.5	8.5	92,739	15,255	9,207	3,513	1,713	21,880	2,625
Kewaunee	19.8	.0082	31.6	10.8	14.9	16.0	29.0	6.8	60,290	15,036	6,140	1,093	3,660	16,086	1,232
Lafayette	17.2	.0071	31.8	10.7	14.6	16.6	28.8	6.2	35,515	7,176	3,424	537	1,273	8,111	923
Langlade	20.1	.0084	34.4	9.3	13.6	16.3	32.9	7.5	143,122	29,066	9,930	12,400	1,668	35,988	3,882
Lincoln	29.1	.0120	34.1	9.7	13.9	18.1	30.6	10.8	99,395	33,941	10,807	5,529	3,142	9,792	4,241
Manitowoc	82.6	.0343	32.4	10.8	15.9	17.1	28.8	29.8	329,263	62,330	28,819	66,815	12,615	64,211	8,527
Marinette	40.6	.0169	34.4	9.6	14.4	17.1	32.0	15.4	203,378	43,788	17,834	25,192	6,286	38,998	7,120
Marquette	13.2	.0055	38.2	8.1	13.1	16.8	37.1	5.3	26,815	7,200	3,264	499	663	5,700	730
Menominee	3.6	.0015	22.6	12.1	13.3	15.4	17.1	.8	3,568	1,853	263	790			
Monroe	36.4	.0151	33.1	9.4	15.3	17.5	29.7	12.9	157,945	34,109	20,886	13,698	3,833	37,444	3,203
Oconto	30.9	.0128	33.5	9.3	14.5	17.3	30.6	11.4	77,510	17,760	7,822	2,304	1,685	17,730	1,870
Oneida	32.6	.0136	35.4	9.4	15.0	18.8	31.7	12.7	203,602	44,525	22,131	21,934	5,938	46,870	3,758
Pepin	7.5	.0031	32.6	10.3	14.3	15.6	31.0	2.8	23,667	4,013	3,076	401	1,045	5,768	1,164
Pierce	32.9	.0137	28.1	17.7	16.7	16.2	22.3	11.1	113,733	23,681	17,295	212	4,417	25,296	6,334
Polk	34.6	.0143	33.4	9.1	15.7	16.9	30.6	12.9	124,288	27,888	15,180	3,136	3,627	23,766	3,427
Portage	60.7	.0252	27.6	19.2	17.2	15.8	21.5	20.4	297,201	51,476	31,678	30,500	11,513	52,068	6,542
Price	16.6	.0069	35.6	8.1	13.7	16.7	34.0	6.3	63,371	19,291	4,527	2,086	1,934	12,408	2,372
Richland	17.6	.0074	33.8	10.1	15.3	15.8	32.3	6.5	77,477	18,627	4,904	3,298	2,238	21,379	2,551
Rusk	16.2	.0067	33.0	10.0	14.3	15.5	31.6	5.8	52,564	11,888	2,612	2,871	1,126	6,210	1,986
☐ St. Croix	46.9	.0195	30.0	11.8	17.7	18.9	22.3	15.9	186,030	31,904	18,296	16,758	3,626	51,528	6,003
Sauk	44.6	.0185	33.6	9.6	15.5	17.4	30.4	16.9	212,192	70,883	25,312	11,661	6,498	28,465	8,229
Sawyer	14.4	.0060	37.0	8.0	13.4	17.4	35.0	5.3	66,322	16,824	6,041	1,380	1,473	9,324	2,454
Shawano	38.0	.0158	34.8	9.0	13.4	17.2	32.6	13.8	132,179	31,390	12,152	12,372	3,844	29,169	5,115
Taylor	18.8	.0078	31.1	10.9	14.5	16.1	28.5	6.4	49,300	8,159	3,297	2,354	2,490	16,010	1,598
Trempealeau	26.6	.0111	34.1	9.0	14.8	16.8	31.9	9.7	108,831	21,715	9,791	2,726	3,255	33,873	1,520
Vernon	26.4	.0110	36.0	8.6	14.3	17.0	34.2	9.9	75,466	24,064	7,233	1,234	4,465	18,396	3,040
Vilas	18.3	.0076	40.2	7.2	13.1	17.9	38.9	7.3	90,898	29,305	10,620	3,040	1,747	14,431	2,625
Walworth	73.1	.0303	31.7	14.5	15.7	17.7	27.1	26.9	373,464	81,599	35,518	16,328	7,086	85,649	10,155
Washburn	14.3	.0059	35.9	8.1	14.3	17.0	34.2	5.5	62,367	18,970	7,411	1,636	1,675	11,767	3,424
Waupaca	44.4	.0184	34.7	9.3	14.6	16.7	32.9	16.2	189,373	40,594	19,463	21,974	6,814	49,184	4,289
Waushara	20.4	.0085	36.9	8.4	14.0	17.2	35.2	8.1	70,307	13,040	3,880	3,428	947	18,173	900
Wood	78.9	.0328	31.1	11.4	16.1	17.7	26.1	28.9	345,721	88,893	38,697	92,645	18,490	127,310	8,589
TOTAL METRO COUNTIES	3,196.1	1.3270	31.8	12.8	17.9	18.1	24.6	1,189.8	17,742,839	3,536,155	1,775,906	2,589,966	937,572	3,646,981	513,781
TOTAL STATE	4,818.0	2.0006	31.5	12.2	17.1	17.7	26.3	1,780.0	24,990,518	4,864,718	2,483,631	3,211,099	1,176,894	5,199,779	715,938

What kinds of stores are 'Furniture/Furnish./Appliance'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

Green Bay's outstanding reach & frequency

1-issue daily reach

70.6%

**(5-issue reach — 84.0%
5-issue frequency — 4.2x)**

1-issue Sunday reach

84.6%

**(5-issue reach — 95.6%
5-issue frequency — 4.4x)**

**Represented by
Gannett Media Sales**

Source: **Survey of Green Bay SMA adults, 18+, by Bergo & Matousek Research, Nov. 1984.**

Green Bay Press-Gazette

**Circulation more than
55,000 daily 75,000 Sunday**

WISC.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

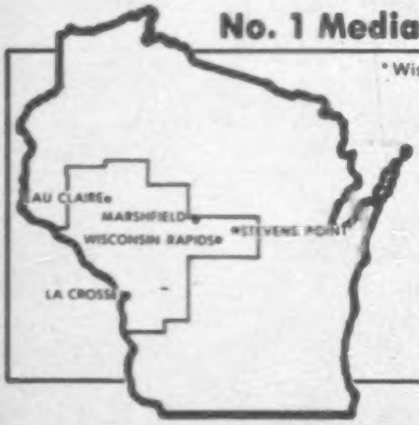
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
APPLETON - OSHKOSH - NEENAH	**3,453,489**	**25,654**	**22.7**	**34.2**	**18.5**	**10.3**	**.1195**
Calumet	365,126	26,785	21.8	35.7	19.5	10.6	.0116
Outagamie	1,541,876	26,694	21.0	35.5	19.1	11.0	.0543
• Appleton	783,036	26,269	21.6	34.4	19.0	11.0	.0270
Winnebago	1,546,487	24,330	24.5	32.7	17.7	9.6	.0536
• Neenah	282,871	26,654	20.8	35.2	18.8	12.2	.0096
• Oshkosh	545,611	20,450	29.2	29.8	13.7	7.7	.0223
SUBURBAN TOTAL	1,841,971	26,885	21.1	35.6	19.9	10.7	.0606
EAU CLAIRE	**1,384,086**	**21,108**	**28.0**	**29.9**	**14.8**	**8.0**	**.0535**
Chippewa	531,799	22,275	26.5	31.1	15.5	9.0	.0192
Eau Claire	852,287	20,415	28.8	29.2	14.5	7.4	.0343
• Eau Claire	548,617	19,414	30.1	28.3	13.5	6.7	.0254
SUBURBAN TOTAL	835,469	22,286	26.5	31.0	15.8	8.8	.0281
GREEN BAY	**2,075,950**	**25,113**	**22.2**	**34.3**	**17.8**	**9.7**	**.0751**
Brown	2,075,950	25,113	22.2	34.3	17.8	9.7	.0751
• Green Bay	1,018,845	22,022	25.2	33.3	14.2	7.4	.0394
SUBURBAN TOTAL	1,057,105	28,689	18.6	35.3	22.1	12.5	.0357
JANESVILLE - BELOIT	**1,665,256**	**26,947**	**20.5**	**32.3**	**19.8**	**11.9**	**.0579**
Rock	1,665,256	26,947	20.5	32.3	19.8	11.9	.0579
• Beloit	387,118	23,707	22.4	29.8	17.8	9.9	.0156
• Janesville	648,979	27,628	19.7	34.3	19.7	12.0	.0247
SUBURBAN TOTAL	629,159	28,198	19.9	32.0	21.3	13.1	.0176
KENOSHA	**1,599,091**	**30,001**	**18.7**	**28.5**	**21.9**	**18.1**	**.0517**
Kenosha	1,599,091	30,001	18.7	28.5	21.9	18.1	.0517
• Kenosha	972,372	28,321	19.8	29.2	20.8	16.0	.0333

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SUBURBAN TOTAL	626,719	32,854	16.6	27.3	23.9	21.9	.0184
LA CROSSE	**1,079,773**	**23,478**	**24.9**	**30.5**	**17.0**	**10.6**	**.0397**
La Crosse	1,079,773	23,478	24.9	30.5	17.0	10.6	.0397
• La Crosse	542,792	20,089	27.9	27.2	14.2	8.9	.0243
SUBURBAN TOTAL	536,981	27,485	21.1	34.9	20.3	12.6	.0154
MADISON	**4,282,823**	**25,071**	**23.8**	**29.8**	**18.3**	**12.4**	**.1546**
Dane	4,282,823	25,071	23.8	29.8	18.3	12.4	.1546
• Madison	2,197,730	22,578	25.4	27.5	15.8	12.1	.0834
SUBURBAN TOTAL	2,085,093	27,525	22.0	32.4	21.2	12.9	.0712
MILWAUKEE	**17,626,161**	**26,847**	**21.1**	**29.9**	**20.2**	**13.6**	**.5994**
Milwaukee	11,383,319	23,880	23.6	29.9	17.7	10.6	.4000
• Milwaukee	6,766,734	21,277	25.7	29.4	15.8	7.7	.2365
Wauwatosa	760,120	30,517	19.6	29.4	22.4	18.7	.0304
West Allis	821,839	24,740	23.9	34.0	18.1	9.2	.0303
Ozaukee	1,043,162	35,076	14.3	27.9	25.5	24.6	.0319
Washington	1,033,865	28,977	17.9	35.3	23.3	12.3	.0332
Waukesha	4,165,815	34,973	14.0	28.7	27.4	22.6	.1343
• Waukesha	676,278	29,347	19.1	32.7	23.7	13.3	.0251
SUBURBAN TOTAL	10,183,149	31,696	16.9	30.2	24.1	19.1	.3378
MILWAUKEE - RACINE CONSOLIDATED AREA	***19,673,118***	***26,872***	***21.0***	***30.0***	***20.3***	***13.4***	***.6681***
RACINE	**2,046,957**	**27,060**	**19.9**	**32.0**	**21.2**	**11.8**	**.0687**
Racine	2,046,957	27,060	19.9	32.0	21.2	11.8	.0687
• Racine	947,278	23,817	22.9	30.9	18.8	8.6	.0345
SUBURBAN TOTAL	1,099,679	30,123	16.8	32.9	23.8	15.3	.0342

No. 1 Media* In 13 Counties of Central/Western Wisconsin



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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SHEBOYGAN	1,182,123	26,039	21.9	34.1	19.3	10.3	.0391
Sheboygan	1,182,123	26,039	21.9	34.1	19.3	10.3	.0391
• Sheboygan	551,695	23,902	23.5	33.1	16.9	8.8	.0202
SUBURBAN TOTAL	630,428	28,050	20.1	35.2	21.7	11.8	.0189
WAUSAU	1,186,214	23,309	23.8	33.9	16.0	8.0	.0422
Marathon	1,186,214	23,309	23.8	33.9	16.0	8.0	.0422
• Wausau	371,979	20,854	24.6	29.8	14.5	7.6	.0163
SUBURBAN TOTAL	814,235	24,307	23.4	35.9	16.7	8.2	.0259
OTHER COUNTIES							
Adams	131,083	18,763	29.9	28.5	12.4	5.9	.0042
Ashland	148,035	17,191	32.8	27.4	10.3	4.3	.0059
Barron	351,723	17,323	31.8	28.3	9.6	4.4	.0147
Bayfield	120,786	16,329	32.3	26.1	10.5	3.4	.0040
Buffalo	138,050	18,703	30.5	27.9	10.9	7.7	.0045
Burnett	115,189	16,369	33.2	27.2	8.1	4.3	.0040
Clark	272,873	16,485	31.3	26.5	8.6	5.0	.0096
Columbia	458,950	20,981	27.2	32.7	14.1	5.9	.0175
Crawford	141,485	16,631	32.0	26.7	8.6	5.6	.0054
Dodge	807,331	24,339	24.0	33.4	17.6	9.4	.0266
Door	286,615	20,990	28.6	33.0	11.9	7.8	.0102
☐ Douglas	459,334	21,489	25.3	29.5	15.8	8.0	.0162
• Superior	312,383	20,657	25.8	27.3	15.5	8.6	.0118
Dunn	278,175	16,497	32.5	27.0	8.4	4.9	.0109
Florence	32,791	17,187	28.3	27.0	11.0	5.5	.0011
Fond du Lac	924,031	/23,804	24.9	34.7	17.0	7.6	.0334
Forest	74,963	16,687	36.5	26.8	8.1	3.5	.0025
Grant	458,065	19,017	28.3	29.3	11.8	6.4	.0169
Green	352,603	22,305	26.1	31.1	15.0	9.4	.0141
Green Lake	184,805	19,375	30.6	30.4	12.0	5.8	.0075
Iowa	166,450	16,563	33.7	28.1	6.7	5.0	.0101
Iron	44,621	12,298	36.9	19.5	3.0	1.6	.0024
Jackson	142,651	16,978	30.4	28.7	9.0	4.0	.0059
Jefferson	718,813	23,842	23.7	34.0	16.9	8.5	.0241
Juneau	192,345	16,693	32.9	26.6	9.1	4.7	.0072
Kewaunee	184,991	21,006	27.2	31.1	13.3	8.1	.0063
Lafayette	150,947	18,896	29.9	29.7	11.3	5.8	.0049
Langlade	183,003	18,140	30.2	27.9	10.8	6.4	.0080
Lincoln	269,607	18,885	30.6	30.9	10.6	5.3	.0094
Manitowoc	847,120	22,923	25.5	34.4	15.2	7.5	.0291
Marinette	367,860	18,688	28.1	31.4	11.0	4.4	.0144
Marquette	118,850	16,852	32.0	28.4	7.5	4.9	.0038
Menominee	18,878	19,259	36.3	30.4	14.3	2.8	.0008
Monroe	354,284	20,524	27.7	31.1	12.8	7.6	.0127
Oconto	284,343	19,110	29.7	29.2	12.8	5.7	.0093
Oneida	306,455	18,649	31.8	31.1	10.5	4.6	.0127
Pepin	70,910	19,387	28.1	30.4	12.2	5.3	.0024
Pierce	333,789	22,865	25.4	32.0	15.0	9.8	.0113
Polk	316,435	18,766	29.6	29.5	11.4	5.8	.0110
Portage	620,881	23,391	24.4	30.8	16.8	9.8	.0226
Price	154,953	18,336	27.9	28.5	11.9	5.8	.0056
Richland	159,055	18,404	30.1	29.9	9.6	6.0	.0061
Rusk	117,375	14,688	36.3	24.2	6.2	2.7	.0045
☐ St. Croix	529,655	27,496	19.7	31.3	20.5	13.3	.0174
Sauk	456,410	20,500	28.6	32.3	12.5	6.6	.0164
Sawyer	115,554	15,799	32.2	25.7	8.8	4.1	.0047
Shawano	330,611	17,896	30.6	28.2	10.8	5.2	.0119
Taylor	159,749	18,423	31.0	29.0	10.3	6.5	.0054
Trempealeau	217,972	17,035	33.1	27.7	8.8	4.2	.0085
Vernon	239,241	17,389	29.5	26.3	10.7	6.2	.0081
Vilas	174,728	17,710	33.6	28.4	9.4	5.5	.0066
Walworth	648,661	18,701	29.9	32.3	9.8	4.4	.0257
Washburn	115,943	15,677	35.5	25.0	8.3	2.9	.0046
Waupaca	412,409	19,623	28.1	31.3	11.9	5.7	.0151
Waushara	179,632	16,212	32.4	27.1	8.2	4.1	.0064
Wood	885,884	24,535	23.3	31.2	18.0	10.5	.0341
TOTAL METRO COUNTIES	38,570,912	25,986	21.9	31.0	19.3	12.2	1.3350
TOTAL STATE	53,909,875	23,674	24.2	30.8	17.8	10.3	1.9001

WYOMING

WYO.

S&MM ESTIMATES

POPULATION—12/31/85

RETAIL SALES BY STORE GROUP 1985

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CASPER	76.4	.0317	29.0	13.5	21.5	18.5	18.5	28.8	561,209	119,510	46,188	54,727	31,334	140,362	22,910
Natrona	76.4	.0317	29.0	13.5	21.5	18.5	18.5	28.8	561,209	119,510	46,188	54,727	31,334	140,362	22,910
• Casper	51.0	.0212	29.7	13.6	21.1	18.5	20.4	19.7	516,132	108,143	38,244	53,277	30,842	136,132	22,596
SUBURBAN TOTAL	25.4	.0105	27.5	13.4	21.9	18.6	15.0	9.1	45,077	11,367	7,944	1,450	492	4,230	314
CHEYENNE	73.6	.0306	29.9	13.2	19.1	19.0	21.3	28.4	536,719	82,823	47,753	63,475	32,947	103,719	19,015
Laramie	73.6	.0306	29.9	13.2	19.1	19.0	21.3	28.4	536,719	82,823	47,753	63,475	32,947	103,719	19,015
• Cheyenne	51.9	.0216	31.2	12.2	18.9	18.7	24.0	20.9	473,847	68,976	44,738	59,065	31,866	96,774	18,855
SUBURBAN TOTAL	21.7	.0090	27.0	15.8	19.5	19.3	15.0	7.5	62,872	13,847	3,015	4,410	1,081	6,945	160
OTHER COUNTIES															
Albany	29.5	.0122	26.1	26.1	20.7	15.0	16.5	11.6	227,772	46,860	29,855	6,393	11,611	39,065	11,423
Big Horn	12.4	.0052	32.0	9.2	14.6	17.4	28.2	4.5	40,080	13,134	4,009	1,937	2,304	3,710	1,448
Campbell	35.2	.0146	25.7	15.6	24.6	17.6	9.6	12.1	267,880	65,845	23,598	17,436	14,358	45,451	14,866
Carbon	21.7	.0090	28.3	12.9	21.4	18.1	17.6	7.4	128,693	31,127	8,581	6,925	2,568	17,597	6,293
Converse	15.7	.0065	26.9	12.9	21.2	18.5	14.2	5.3	75,246	19,528	7,945	2,078	2,382	15,127	2,222
Crook	5.8	.0024	30.5	10.2	16.4	19.7	22.9	2.2	17,700	4,049	2,590	337	98	592	488
Fremont	38.4	.0160	28.6	12.0	19.2	19.3	18.5	13.1	239,915	54,331	19,721	18,677	8,734	49,291	11,436
Goshen	12.1	.0050	33.5	10.7	15.1	17.7	30.0	4.7	67,904	18,623	6,040	5,821	759	7,654	3,476
Hot Springs	5.8	.0024	33.9	10.0	15.8	16.8	31.4	2.1	44,940	17,307	3,600	1,097	816	5,950	1,925
Johnson	6.8	.0028	32.9	8.6	17.4	18.6	27.8	2.6	61,469	10,159	6,761	1,841	1,304	8,842	1,420
Lincoln	14.0	.0058	27.4	9.5	18.1	16.2	20.0	4.7	88,403	20,281	10,820	1,558	974	21,603	3,069
Niobrara	2.9	.0012	37.3	8.9	13.6	18.8	34.2	1.2	24,600	4,019	3,092	437	463	5,240	253
Park	23.9	.0100	31.4	11.6	17.2	19.7	24.1	9.0	185,285	45,092	13,441	25,499	5,725	35,107	4,919
Platte	11.8	.0049	30.3	10.6	20.2	19.0	21.4	4.7	44,162	13,397	3,904	2,991	908	8,156	567
Sheridan	27.8	.0115	31.7	10.2	19.5	17.5	26.0	10.7	176,026	31,012	15,286	13,301	9,759	36,146	10,538
Sublette	4.9	.0020	30.5	9.1	19.0	20.7	20.7	1.6	29,464	12,739	2,578	793	1,065	880	732
Sweetwater	46.1	.0192	26.9	13.4	22.6	17.6	14.1	16.2	280,467	67,372	22,850	29,303	10,691	45,256	8,741
Teton	11.1	.0046	30.0	13.4	28.9	21.3	14.3	4.8	145,243	23,831	21,562	6,370	6,767	9,701	5,388
Uinta	23.1	.0096	26.3	13.2	21.3	15.5	13.9	7.4	246,739	53,501	35,140	6,798	3,406	28,846	3,760
Washakie	9.8	.0040	30.0	10.2	17.3	18.5	22.8	3.5	70,630	12,513	3,414	6,266	3,250	25,128	1,510
Weston	7.6	.0032	30.0	11.4	17.7	18.7	22.5	2.9	53,921	13,795	3,307	1,635	618	13,395	1,986
TOTAL METRO COUNTIES	150.0	.0623	29.4	13.4	20.3	18.7	19.9	57.2	1,097,928	202,333	93,941	118,202	64,281	244,081	41,925
TOTAL STATE	516.4	.2144	28.8	13.2	20.3	18.1	19.3	189.5	3,614,467	780,848	341,985	275,695	132,841	448,818	138,365

WYO.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME
1985

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CASPER	**982,703**	**28,700**	**18.3**	**31.3**	**21.5**	**15.6**	**.0361**
Natrona	982,703	28,700	18.3	31.3	21.5	15.6	.0361
• Casper	677,660	28,954	18.6	28.8	22.1	16.3	.0274
SUBURBAN TOTAL	305,043	28,271	17.7	36.6	19.9	14.2	.0087
CHEYENNE	**832,825**	**22,815**	**26.1**	**27.4**	**16.8**	**11.6**	**.0325**
Laramie	832,825	22,815	26.1	27.4	16.8	11.6	.0325
• Cheyenne	606,748	22,961	25.2	27.4	17.0	11.5	.0253
SUBURBAN TOTAL	226,077	22,439	28.9	27.1	16.5	11.7	.0072
OTHER COUNTIES							
Albany	314,294	19,898	25.2	26.0	13.9	9.8	.0130
Big Horn	116,225	20,248	26.2	29.9	12.6	8.2	.0039
Campbell	498,156	36,554	13.9	26.5	28.8	24.2	.0176
Carbon	240,453	28,000	18.1	30.7	22.1	13.7	.0089
Converse	172,023	28,326	17.1	35.7	21.9	12.7	.0060
Crook	56,804	20,273	30.6	30.4	12.0	8.3	.0019
Fremont	374,174	24,786	23.3	34.3	17.7	8.9	.0150
Goshen	110,867	17,820	28.8	27.0	9.9	7.7	.0044
Hot Springs	65,718	25,385	20.4	27.9	17.7	14.9	.0027
Johnson	65,371	17,812	28.6	26.5	9.6	9.1	.0030
Lincoln	144,736	25,630	23.4	30.7	17.3	13.1	.0056
Niobrara	25,880	15,484	28.4	24.2	8.7	5.6	.0011
Park	261,717	23,623	25.5	30.5	15.5	10.9	.0107
Platte	113,727	21,364	24.5	36.0	13.2	4.6	.0039
Sheridan	332,586	25,338	22.4	27.5	20.2	12.1	.0121
Sublette	45,614	23,026	25.1	31.2	18.8	10.4	.0019
Sweetwater	616,438	33,246	14.5	29.9	26.4	19.9	.0206
Teton	142,554	23,045	25.6	33.0	14.1	11.5	.0065
Uinta	276,343	33,266	14.3	29.9	28.5	17.1	.0123
Washakie	111,134	26,382	22.7	31.4	18.3	14.4	.0043
Weston	97,352	30,400	18.9	29.2	24.6	13.8	.0035
TOTAL METRO COUNTIES	**1,815,528**	**26,051**	**22.2**	**29.3**	**19.2**	**13.6**	**.0686**
TOTAL STATE	**5,997,694**	**26,301**	**21.5**	**29.7**	**19.5**	**13.4**	**.2277**

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

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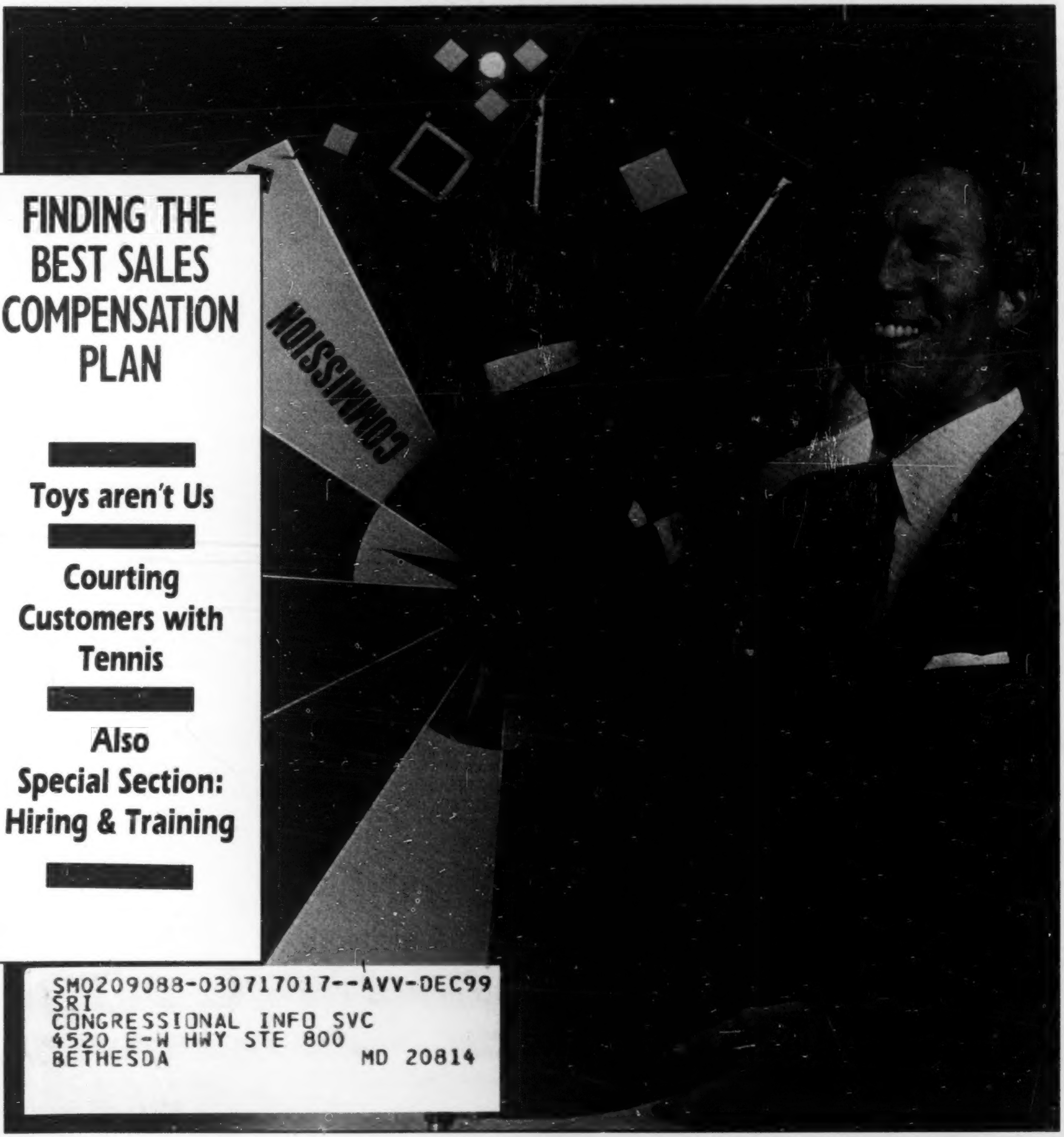

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Cover:

Is your compensation plan simply a game of chance? A new survey from A.S. Hansen, Inc., examines the use of incentive caps, targets/quotas, cash compensation, and team vs. individual sales as they relate to a number of industries. Page 46.

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Demographics in Action

Rustbelt revival

A year ago they were just rumors. Some even called it wishful thinking. But, as some say, it only takes two to make a trend, and at this point it's safe to say the trend has finally arrived.

Ask the people in Pittsburgh, Cleveland, Chicago, Detroit, or Milwaukee about it, and they'll give you the word. The Rustbelt is back and the renaissance in America's Industrial Heartland is beginning as inter-city decay has pretty much been battled to a standstill. Now even the statistics are starting to look good.

After more than a decade of declining populations, business closings, and skyrocketing unemployment, the part of the U.S. once called Smokestack America is poised for a comeback of major proportions. Of course, economists will tell you it was a matter of time, the end of one cycle and the beginning of another. But if you ask the people, they'll tell you about hard work, pride, and perseverence. Sounds corny, but who knows?

Clevelanders will talk about their recent selection as the site of the Rock 'n' Roll Hall of Fame, the fact that the Indians are finally winning some baseball games, or about the rebirth of the city's industrial flats, now a showplace of riverfront condos, shops, and nightclubs. The story is much the same elsewhere, but the fact of the matter is, there is light at the end of the tunnel for the first time in a long, long time.

The Great Lakes Commission, a collection of banks, departments of commerce and development, and academic institutions, has recently published a volume of statistics entitled *The Great Lakes Economy: A Resource and Industry Profile of the Great Lakes States*. A review of the data contained in this document tends to support the authors' view that "the widely held image of the Great Lakes region as a dying economic area is far from accurate." A few of the more interesting statistics contained in the report help to make the point:

- The Great Lakes region represents just one-sixth of the land area of the continental U.S., yet it contains one-third of the total U.S. population and labor force.
- Despite the recent downturn in basic manufacturing, this region still accounts for 70% of raw steel production, 68% of motor vehicle manufacturing, 66% of metalworking machinery, and 56% of all machine-tool establishments in the U.S.
- In terms of spending power, Great Lakes states collectively account for 33% ($980 billion) of total U.S. personal income and 30% ($392 billion) of the nation's retail sales.
- In 1969, manufacturing accounted for more than one-third of all jobs in the region, while employment in service industries totalled 15.4%. By 1984, manufacturing's share had dropped to 23.1% and services jumped to an almost equal 22.8%.
- During this same 15-year span (1969–84), employment in manufacturing industries fell by 2.1 million, but the region still produces 42% of the total value of all durable goods manufactured in the U.S.
- The Great Lakes region is also a leader in the area of higher education, chalking up 35.2% of all bachelor's degrees, 36.4% of all graduate degrees, and 37.4% of all doctorates awarded in the U.S.
- Unemployment rates for the region, which peaked at 11.2% in 1982, have now fallen to just below 8%, and in spite of the aforementioned losses in manufacturing employment, overall employment in the region actually rose between 1979–82, due in large part to gains in service-related industries.

The only area that hasn't experienced a complete turnaround in the last five years is that of metro population, although respectable increases in places like Minneapolis-St. Paul (+5.96%), Indianapolis (+3.17%), and Allentown-Bethlehem, PA (+2.62%)—in addition to marginal gains in Detroit, Chicago, Milwaukee, Erie, PA, Racine, WI, and Canton, OH—show that the region is indeed on the road to recovery. The steel belt of Pennsylvania and Ohio, on the other hand, is still showing some losses as a result of massive layoffs and shutdowns that almost made ghost towns of metros like Youngstown and Steubenville, OH, Gary, IN, and even Pittsburgh and Cleveland, to a certain extent.

As a whole, however, the region looks to be adapting fairly well to the shift away from heavy industry into services, and in another five years, we may well look back on this period as the turning point in the Rustbelt's battle to once again become the nation's economic hub.

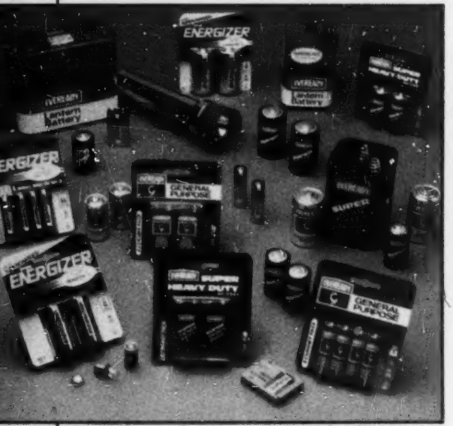
By Richard Kern,
Editorial Director, S&MM Surveys

As seen by the Survey

The Industrial Heartland: Still beating

State	Total Population (Thous.) 1975	Total Population (Thous.) 1985	Growth Rate 1975–85
Illinois	11,160.8	11,640.4	4.29%
Indiana	5,334.9	5,585.8	4.70
Michigan	9,163.1	9,211.9	0.53
Minnesota	3,973.5	4,224.3	6.31
Ohio	10,765.0	10,836.0	0.66
Pennsylvania	11,842.0	12,012.0	1.44
Wisconsin	4,647.6	4,818.0	3.66
U.S. Total	**214,547.9**	**240,833.5**	**12.25%**

Sources: Sales and Marketing Management's 1976 and 1986 *Survey of Buying Power.*
*Sales and Marketing Management.



Ralston Purina will see the light with its acquisition of Eveready.

Battery power

Two energetic moves

The battery business is high-charged these days. Kraft management decided recently to hold onto Duracell, while another consumer products giant, Raltson Purina, moved to buy the Eveready brand. Will the two brands, which represent more than 90% of the market, get into a marketing slugfest?

That scenario is not likely, note industry analysts. "What Ralston Purina will do with Eveready is similar to how it handled the acquisition of Continental Banking," says John C. Bierbusse, consumer product analyst with Chicago's Duff & Phelps. Rather than go after another point in market share, Bierbusse says, St. Louis-based Ralston Purina will move to improve profitability, possibly by some good old-fashioned consolidation and cost-cutting.

"This acquisition brings diversity to our business mix by adding another preeminent consumer franchise," says William Stiritz, chairman and CEO of Ralston Purina. The company bought Eveready, which also carries the Energizer brand and has sales in excess of $1 billion, from Union Carbide in April for $1.4 billion in cash.

Meanwhile, the Dart & Kraft breakup gives Kraft the food businesses along with what was considered the best nonfood performer, Duracell. The spinoff company, which has not been named yet, retains the other nonfood companies, including Tupperware, Hobart, and West Bend.

Kraft, which is based in Glenview, IL, with $8 billion in sales, and Dart, which is based in Northbrook, IL, with $2 billion in sales, announced the divorce in June. The companies merged in 1980.

"Keeping Duracell with Kraft signals a real commitment to that business," says Bierbusse. "Duracell, which represents about 10 percent of Kraft's earnings, can use some of the excess funds that Kraft foods will generate because it is a business that requires an infusion of cash from time to time to invest in technology." Despite any required investments, the Duracell brand also represents good growth for Kraft from a unit volume basis. "Duracell can grow 10 percent annually," says Bierbusse. That's several times over what the food business can do.

Computers in industry

Do-it-yourself publishing to zoom

Desktop publishing, which enables sales executives to produce their own sales literature (brochures, catalogues, price sheets, product manuals, flyers), has become a hot topic because of falling prices of laser printers that deliver high quality

Sales force highlight

Selling still a man's world—dollarwise

Women in sales earn 68% more than their sisters in all occupations—$14,575 vs. $8,675—but 43% less than their male peers ($25,518) in the selling profession, according to the Census Bureau's latest annual report on personal income for 1984. Included among the report's 39 detailed tables is an occupational breakdown for "sales representatives, commodities, except retail," which applies mostly to the manufacturing and wholesaling industries. The gap between the sexes narrowed slightly to 38% among those who worked year-round, full-time in a sales job—with a median income of $16,907 for the women vs. $27,139 for the men. The spread is expected to shrink as women build experience in sales and are awarded better territory and account assignments.

A long way to go baby

	Salesmen		Saleswomen	
	All Workers	Year-round, Full-time	All Workers	Year-round Full-time
Total	1,224,000	1,036,000	270,000	171,000
Median Income	$25,518	$27,139	$14,575	$16,907
Income Group		**% Breakdown**		
Less than $10,000	12.0%	3.6%	28.9%	7.6%
$10,000–$19,999	22.5	22.7	40.0	53.2
$20,000–$29,999	29.8	33.2	21.5	27.5
$30,000–$49,999	25.1	28.6	8.1	10.5
$50,000 and more	10.7	12.0	1.5	1.2

Source: Census Bureau, *Money Income of Households, Families, and Persons in the U.S.: 1984;* Series P-60, No. 151.

'Sales and Marketing Management.

graphics for PCs. C. A. Pesko Associates, a Marshfield, MA, research firm that tracks computer publishing systems, estimates that what it calls the office/local category will explode by 1,683% in the 1985–90 period, increasing its share of the total computer publishing market from 10.9% to 23.1%. "Improved ease of use, pent-up demand, and a better understanding of the economic benefits will contribute to the remarkable growth," says Arlene F. Karsh, director of computer publishing systems market requirements service.

Apple Computer, with its Macintosh PC/Laserwriter printer combination, has targeted desktop publishing as a niche that will give it a foothold in the office market it has failed to crack up to now. The Mac's superior graphics have made Apple the leader in what is a fragmented market. As was the case with the laptop PC, rumors abound that IBM, belatedly recognizing the market's potential and anxious to curb Apple's momentum, is readying a new graphics-oriented PC and a laser printer. One industry newsletter, International Resource Development's *Electronic Mail & Micro Systems*, not waiting for Big Blue to make its move, declares "IBM has already won the desktop publishing battle without even having a product. There are too many [IBM] PCs and compatibles on desktops already [Editor's note: At least 5 million, observers estimate.] By adding a 2 MB extender board, these PCs can gain the ability to handle desktop publishing."

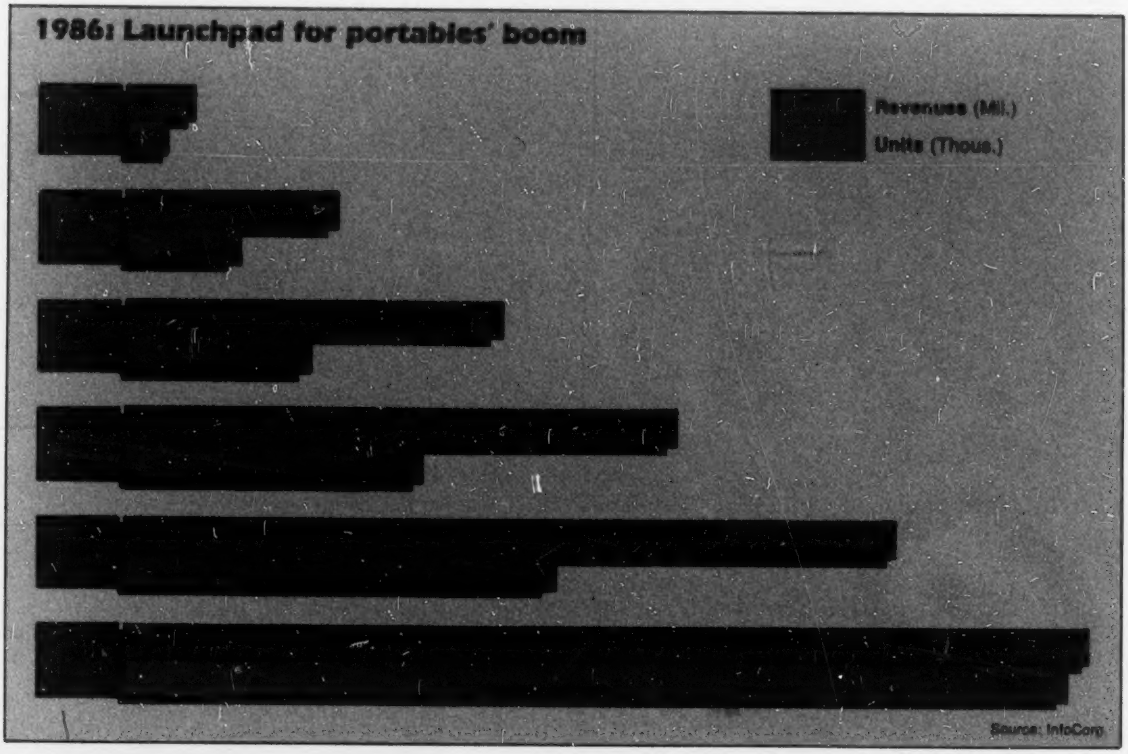
Sales force development

Portables hit their stride

Following years of false starts (S&MM, March 1985), portable laptop computers are taking off. "Portables are now the hottest single product in the industry," said Andrew Czernek, marketing director, Zenith Data Systems during his visit to July's PC Expo in New York City. Agreeing, Grid Systems' marketing vice president Alan B. Lefkof reveals that major contracts with corporations outfitting their sales forces with laptops lifted Grid's sales 70% to $55 million for the fiscal year ended June 30. Sharon D. Cuppett Quadram's product manager, notes that sales rocketed after her company added a 20MB hard disk to its Datavue 25.

While Lefkof and Czernek disagree over whether IBM's entrance in April catalyzed the market, they do agree that corporations investing in sales force automation have triggered their products'. "While some corporations held off until IBM brought out its Convertible," says Czernek, "a greater number, aware of the dollars that could be saved and the benefits gained from speed-

1986: Launchpad for portables' boom



Source: InfoCorp

ing up the order process, felt they couldn't afford to wait."

Taking off

"IBM's move had the effect of releasing a lot of orders," says Lefkof. "A lot of potential users waited so they could compare IBM's product with ours. When it appeared that IBM's product was designed for in-home use as an adjunct to office use, our product looked much better for use in the field." He ticks off several major companies among Grid's clients: Chrysler, GM, Levi Strauss, PacBell, and Merck.

IBM's move is expected to force several other major computer firms to enter the market in the near future, heading off a repeat of the quick dominance IBM achieved in the PC market. Among them: Wang, AT&T, and Olivetti, along with several other marketers of IBM-compatible desktops.

Among the features setting a fire to laptop sales are improved screens, increased memory, faster speeds, special features, greater availability of software written for the smaller machines, and the likelihood that the 3.5-inch disk IBM introduced with its Convertible will become the industry standard.

SURVEY DATAFACT

Uncommon Commonwealth

The combined populations of Puerto Rico's five metropolitan areas (1,787,727) form a market larger than the Miami-Hialeah metro. In addition, 42% of the island's population is under age 20, which makes Puerto Rico a market with great potential for producers of goods and services aimed at children and teenagers.

Source: S&MM's 1986 Survey of Buying Power

S&MM Predicts

Will hypermarkets get "big" again? The giant stores' penetration of U.S. food retailing, which began in the 1970s, has stalled recently, but that may change, thanks to a push by European hypermarket chains to do business in this country. France's Euromarche joined with a Minneapolis food retailer to open a "superstore" in that city, and Carrefour, also based in France, is scouting the East Coast.

The overnight success of the Yugo, a $3,999 subcompact auto (S&MM, Nov., 1985), will soon attract some competitors. Put your money on Ford as the first to bring out a similar car. It's rumored that Ford will enter into a joint venture with a South Korean auto manufacturer to make such cars there for eventual sale in the U.S.

Manufacturers' agents will increase their use of part-time employees. Reasons include the need to keep runaway costs under control and their desire to free salespeople from some of the more mundane tasks of selling, such as filling out and filing mounds of paperwork.

Hiring Hollywood stars at discount rates for direct mail campaigns is now a possibility, if a test by the *Low-Priced Newsletter* (a publication that covers penny stocks) succeeds. It got actor Glenn Ford to lend his name to a recent 100,000-piece mailing, paying him a "measly" $15,000. The deal solves the direct mailers' dilemma of wanting to use celebrities—who usually charge prohibitive fees—but having to conduct small-scale tests before going national with a campaign.

U.S. Steel . . . oops, USX . . . is about to be sued by a two-year-old telephone retail company that claims it got there first. The company, USX Telecenters, Sunnyvale, CA, contends, among other things, that mass confusion will result from U.S. Steel's name change. But then, there's already a lot of confusion these days about who's who in marketing. Last year alone, 1,041 companies decided to change their names.

Sigue Sigue Sputnik, a British rock band, hasn't made much of a dent in record sales, but it may set advertisers on their ears here. In England, the band is selling the gaps between songs on its new album, *Flaunt It*, as advertising space to magazines and consumer goods marketers. U.S. advertisers may soon borrow the idea.

Look for the nation's airlines to continue their discount fares, but they'll add even more restrictions on their use. Two of the likeliest: No cancellations and no postponements. Discount king, People Express, has already applied restrictions to some of its flights in an effort to bring rising costs under control.

Chrysler will delay introducing optional air bags in its production models. Industry observers have predicted that bags will appear in 1987 Daytonas and Lasers, but others say a more realistic date is 1989. Chrysler chairman Lee Iacocca considers the bags an "expensive supplemental system" to the harness and belt system now widely used.

Finding the best sales compensation plan

A new survey reveals weaknesses in the system and indicates, by plan and industry, what's good, bad, and ugly.

By LESLEY BARNES

Ajax company's two regional managers are discussing the awarding of this year's bonus with their vice president of sales. "Johnson's record shows the largest total sales, exceeding all other reps by 10 percent," says one manager. "Yes, but Roberts has sold to more new customers, and he's responsible for most of the selling of our new product," says the other. Their superior interjects, "The compensation plan we use—and our marketing department researched this within the industry—awards the entire bonus amount to the highest seller. Therefore, Johnson gets it."

That's one way of course, but there are others. Even with all the preliminary spadework that is involved in the creation of a sales compensation plan, the search for perfection may prove difficult. The 1986 Sales Compensation Survey by the New York City office of A.S. Hansen, a Deerfield, IL, consulting firm, shows that once a basic plan is selected, management must still be prepared to make mid-course adjustments and to address certain critical issues. An example of the latter: whether or not to put a cap on incentive earnings.

The study, which was headed by compensation consultant Suzanne Minken, offers insight into the complex field of sales compensation, and was conducted, says Minken, because of the "gap in the marketplace with respect to plan design features for compensation." With inflation down, there's now a greater opportunity for companies to better assign compensation dollars to worthy sales performances.

Hansen has examined a variety of topics, all of which relate to each of four basic plan options—salary plus bonus, salary plus commission, salary only, and commission only—as well as to the major industries represented. For example, 85 companies, representing 21 industries, responded to the Hansen survey, with Food and Beverages, Forest Products, and Telecommunications leading in respondent representation. The study covers a wide range of companies: from those with sales volumes of less than $100 million to more than $1.5 billion; those with less than 500 employees to more than 3,500; and sales staffs of less than 50 to those with more than 850.

The 1986 Survey explores the four options. Each, according to the Survey, is generating problems common to all 85 responding companies. Among the concerns and potential difficulties noted: equitable targets, performance tracking, the transfer of accounts and reps, sales force motivation, and the coordination of corporate/division goals. Plan revisions are made annually in almost half of the surveyed companies, and the plan is available in written form at most of the participating firms.

Thirty-nine of the responding companies use a salary plus bonus

Use of incentive caps by industry

Industry*	Prevalence of caps
Food and Beverages	91.7%
Soaps, Cosmetics, Consumer Packaged Goods	83.3
Pharmaceuticals	66.7
Telecommunications	42.0
Forest Products	40.0
Publishing	20.0
Office Equipment/Computers	20.0

*The industries mentioned here are those represented by five or more responding companies.
Source throughout: 1986 Sales Compensation Survey (A.S. Hansen).

plan, with the Food and Beverages industry demonstrating the highest representation (30.8%). The median sales volume among surveyed companies choosing a salary plus bonus structure is $370 million, with a median sales force of 100 employees.

A salary plus commission plan is utilized by 39 of the Survey participants, with Telecommunications taking the lead (12.8%). Following close behind are the Office Equipment/Computers and Forest Product industries, each with 10.2% of the total. The median sales volume for these salary plus commission companies—their median sales staff is made up of 71 people—is $145 million.

Only three of the 85 responding companies use a commission only plan; these companies represent only the Apparel and Forest Products industries. Sales volume ranges from less than $10 million to more than $750 million, with sales staffs ranging from 25 to 150 employees.

Four respondents use the salary only option, and represent Forest Products, Chemicals, Services, and Office Equipment/Computers industries. The median sales volume for these companies is $1.7 billion, with a median sales staff of 320.

Minken believes that these results, along with the balance of the Survey, dramatically indicate serious problems with compensation strategies today. Consider, for example, the statistics concerning new vs. existing customers: Almost 73% of the companies surveyed do not use an incentive plan that distinguishes between these two types of selling.

Survey findings "belie the vaunted American reputation for the application of highly sophisticated sales and marketing techniques," Minken says. She backs this with evidence from the Survey respondents themselves; more than 50% expressed difficulty on the part of marketing management to set "equitable and realistic sales goals in relation to corporate strategies."

Here are some additional aspects of compensation programs, as highlighted in the Survey.

Targets/quotas

A great majority of the companies surveyed use targets, or quotas, in their compensation plans. Obviously, salary plus bonus and salary plus commission companies make up most of this percentage, with annual targets their most popular choice. Just about half of the companies that use targets/quotas provide for "adjustment during the performance period under certain circumstances." Participants defined such general circumstances as a change in territory, alteration of the product line, a change in marketing strategies, and any kind of change in "external circumstances" beyond the salesperson's control.

Approximately half of the respondents increase their incentive formula when a salesperson achieves target/quota. Another 40% of the surveyed organizations have a fixed rate for the incentive. Interestingly, two respondents reported that their incentive formula is decreased once target/quota is achieved.

Some companies allow for incentive rewards below the 100% level, depending on the relative difficulty of full achievement. The most common level for first incentive payment, reported by 15.4% of the companies, is 90% of target/quota.

Incentive caps

The survey companies split in terms of whether or not to apply incentive caps. Companies with salary plus bonus plans utilize caps more often than salary plus commission and commission only companies. As a result of the Hansen study, Minken considers the use of caps to be a restrictive measure in many cases. Putting a limit on possible compensation prevents salespeople from receiving deserved rewards for outstanding performance.

Salary plus commission companies are more fortunate than those using a salary plus bonus approach in this respect. Approximately two out of three salary plus bonus companies have a compensation limit, while only one of three salary plus commission companies utilizes incentive caps.

Total cash compensation

Total cash compensation (salary plus incentive) of sales reps for 1985 was reported by survey participants at three levels: minimum, average, and maximum. The general total, for all 85 companies, ranges from $13,000 to $232,000, though the two extremes come from commission only companies. The average cash compensation figures for salary plus bonus companies range from a minimum of $25,300 to a maximum of $53,200. For salary plus commission companies, $26,000 is the average minimum and $77,500 is the average maximum, while $18,000 to $99,800 is the minimum to maximum range for commission only companies, and salary only companies' average pay runs from $25,275 to $63,998.

Team vs. individual sales

Individuals, rather than teams, make sales in more than two-thirds of the companies surveyed. Salary plus bonus companies make up most of the one-third that does sell in teams, the rationale being that bonuses are flexible and easily distributed among a group. One-third of the companies using team sales have developed a split credit system—which can take two forms—for the doling out of bonuses. Either the bonus is divided equally among salespeople, or the sales manager makes the distribution decision according to individual performance.

Just over one-third of the 85 companies surveyed offer group as well as individual incentives. This tactic is prevalent mostly in salary plus bonus and salary plus commission companies; the result is that the importance of the individual in the selling process may be lessened.

Hansen's Survey offers three concluding observations about industries and sales compensation plans that are "intended to reflect emerging broad trends." First, there are incentive caps. This limit is utilized by a majority percentage of the Pharmaceuticals, Food and Beverages, and Soap, Cosmetics, Consumer Packaged Goods companies. These three industries, and only these three, have average maximum total compensation cash figures lower than the overall survey average of $66,502.

The industries with maximum total cash figures above the survey average—Office Equipment/Computers, Telecommunications, Forest Products, and Publishing—show significantly less use of caps. Thus, Hansen concludes, the "ability of a company to provide high incentive compensation to its sales reps may be restricted if caps are used."

Second, the specific sales compensation approach is directly related to the discussion of caps. The lower-paying industries are not only the greatest users of incentive caps, they are also the greatest users of the salary plus bonus approach. There is an important implication in the correlation of these points.

Third, the Survey results point to a conclusion about the use of targets/quotas. Frequent goal setting and goal adjustment "may impact the sales rep's motivation to generate increased sales." Predictably, the industries that allow for the most flexibility with the use of annual targets are the ones that pay the most: Office Equipment/Computers, Telecommunications, and Forest Products.

Hansen's Survey provides a benchmark, notes Minken; it is a way to let companies know what's going on in the marketplace of sales compensation. However quantitative the study may be, Minken adds an essential caution: One cannot gauge the merits and/or the faults of the plan structures on the Survey alone. But companies can now see what's going on in their industry and elsewhere in the corporate world. "The Survey provides an excellent database for this." S&MM

Executive compensation survey coming in 1987

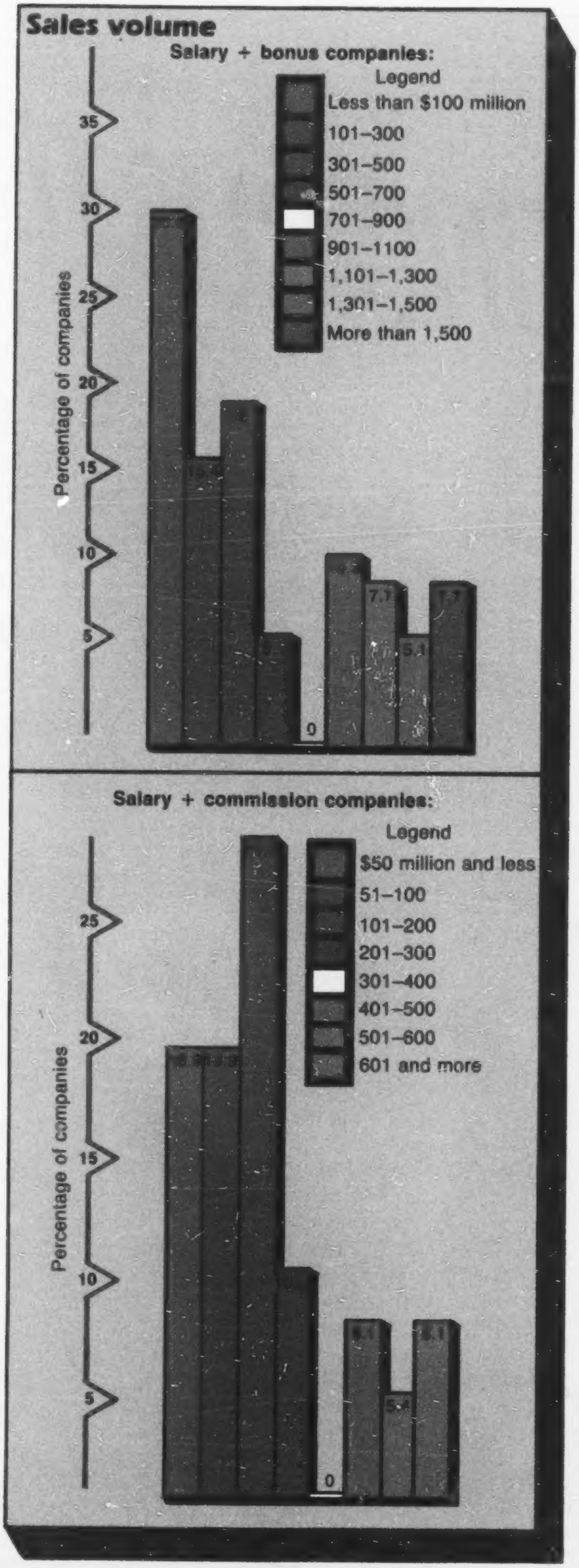
S&MM's annual survey of executive compensation, which usually runs in this issue, is being revised and will reappear in mid-1987. The new version will identify those industries paying the most for top sales and marketing talent and those paying the least.

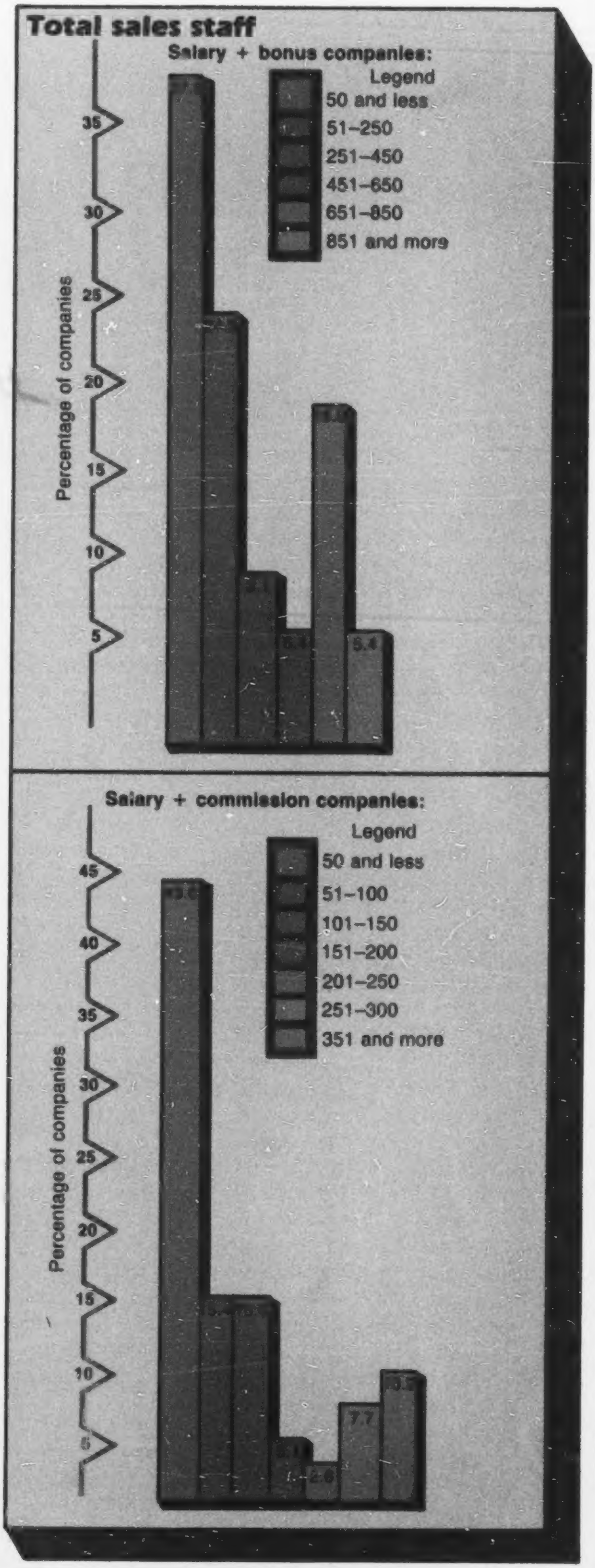
Some companies participating in the Hansen Survey

- Analogic
- Bausch & Lomb
- CertainTeed
- Codex
- Colgate-Palmolive
- Comp-U-Card International
- Computervision
- Digital Equipment
- Dynamit Nobel of America
- Foster Grant
- Gaines Foods
- Hershey Chocolate
- International Paper
- Lever Brothers Company
- MCI Communications
- Microdot
- Nestle Foods
- Rogers
- Smith Kline & French Laboratories
- Southern New England Telephone

Participation by industry group

Industry Group	Participation Number	Participation Percent
Aerospace	1	1.2%
Apparel Mfg.	1	1.2
Chemicals	4	4.7
Electronics	4	4.7
Food and Beverages	12	14.1
Forest Products	9	10.6
Glass, Building Materials	4	4.7
Industrial Farm Equipment	1	1.2
Information Systems	3	3.4
Insurance	1	1.2
Metal Products	2	2.3
Office Equipment/ Computers	5	5.9
Pharmaceuticals	6	7.1
Publishing	5	5.9
Retailing	1	1.2
Rubber and Plastic Products	1	1.2
Services	4	4.7
Soaps, Cosmetics, Consumer Packaged Goods	6	7.1
Telecommunications	7	8.2
Textiles	2	2.3
Other	6	7.1
Total	**85**	**100.0%**


Sales volume
Salary + bonus companies:
Legend
Less than $100 million
101–300
301–500
501–700
701–900
901–1100
1,101–1,300
1,301–1,500
More than 1,500
Percentage of companies
35
30
25
20
15
10
5
15.4
0
7.1
5.1
Salary + commission companies:
Legend
$50 million and less
51–100
101–200
201–300
301–400
401–500
501–600
601 and more
Percentage of companies
25
20
15
10
5
0
8.1
5.4
8.1


Total sales staff
Salary + bonus companies:
Legend
50 and less
51–250
251–450
451–650
651–850
851 and more
Percentage of companies
35
30
25
20
15
10
5
5.4
5.4
Salary + commission companies:
Legend
50 and less
51–100
101–150
151–200
201–250
251–300
351 and more
Percentage of companies
45
40
35
30
25
20
15
10
5
2.6
7.7

Marketers and the PC: Steady as she goes

A new Conference Board report, *Computers and the Sales Effort*, reveals how marketers are enhancing selling effectiveness with computerized sales support systems. However, it's still basically a case of planning for tomorrow.

By THAYER C. TAYLOR
Senior Editor/Management Sciences

"The biggest challenge in the next 10 years will be to master the flow of necessary information the marketing representative needs to sell effectively," an IBM marketing executive predicts.

"We can quickly quote a price on a proposal because we can see what a part sold for in the past, both our own and our competitors', and have a better idea of what price will be needed to get a job," says the marketing vice president of Grede Foundries.

"When you spend between $50,000 and $75,000 to train and put a new salesperson into a territory," a Honeywell Information Systems sales executive reasons, "a $2.5 million investment doesn't seem like much, especially when you consider that in our first year of using a computerized sales-support system we cut turnover by 40 percent. At $75,000 per salesperson, it only takes retaining 32 of them to recover the system's cost."

"Marketing strategies are now formulated more easily and confidently due to next-day availability of sales results from new product introductions," says an S. B. Thomas sales executive.

The above remarks touch on some of the diverse needs—and potential benefits—driving marketers to enhance the sales process through computerization. As a new Conference Board (CB) report, *Computers and the Sales Effort*, says, "Computers are not new to marketing. For years, they helped in managing orders, shipments, and inventories, and storing customer records." However, "voluminous computer printouts showed both too much and too little information directly related to the sales personnel's jobs."

The personal computer (PC)—desktop and laptop—is changing all that, putting computer power directly in the hands of salespeople, and freeing sales executives from the whims of MIS (managament information systems) departments that, traditionally, give sales departments low priority. Helping their cause is PC software specifically oriented to sales and marketing applications, and telecommunications advances that whisk information between branch office and headquarters fas-

TABLE 1

Current status of computer in sales

Application	Operational System	Pilot Mode	Planning Phase	No Plans
Order entry	29%	22%	29%	20%
Check order status	27	22	35	16
Check inventory	23	17	32	28
Prepare forecasts	21	18	37	24
Planning and scheduling	20	10	34	36
Territory management	18	6	50	26
Account management	18	6	41	35
Reporting expenses	15	9	30	46
Reporting sales calls	11	8	35	46
Analyze customer requirements	11	6	36	47
Prepare bids or proposals	10	9	27	54
Managing sales leads	10	2	36	52
Computer-based training	8	6	26	60
Personal Applications				
Word processing	23%	25%	25%	27%
Spread sheet	18	16	20	46
Database management	18	15	26	41
Electronic mail	16	12	43	29

Note: Details may not add to 100% due to rounding. Source: Conference Board, *Computers and the Sales Effort*. ©Sales and Marketing Management.

ter and cheaper than voice messages.

As a result, the CB report notes, "The emphasis has shifted from using the computer to do a variety of jobs, one of which *might* benefit the sales organization, to that of using the computer to reinforce and optimize the sales process itself. The flow of information is as important as the flow of products in some markets; and, in most, the traditional interface between buyer and seller is changing rapidly."

Significantly, CB's report underscores the foothold PCs have gained in sales departments and the long road marketers must still travel before they tap the full potential of computerization. More than one in five of the 160 respondents to CB's survey (out of 700 companies polled) use their PCs for such bread-and-butter applications as order entry, checking order status and inventory, and preparing forecasts. Only one in 10 is pioneering new territory by putting lead management or sales calls on PCs.

Even so, there are healthy signs that PCs will become familiar sales fixtures in coming years. Half the respondents are planning to use PCs in territory management, another two out of five for account management, while more than a third are studying computerization of sales calls and sales lead management.

Recent growth

Considering that the PC burst on the scene six years ago, Lou Wallis, senior research associate at the Conference Board and author of the report, admits, "When I started the project I felt there'd be a higher percentage of operational systems in place. What we found is that even among the larger corporations, marketing people are taking a very conservative approach. Costs don't seem to be the issue, even though they can be considerable if you outfit all your salespeople with computers."

Other observers point out that it's only been two years since a new breed of software developers appeared, writing programs for the specific needs of sales departments. Resistance from *within* sales departments is also cited: both by salespeople who fear that mastering the keyboard will drain time from selling, and sales managers who view the PC as a threat to their intuitive judgment.

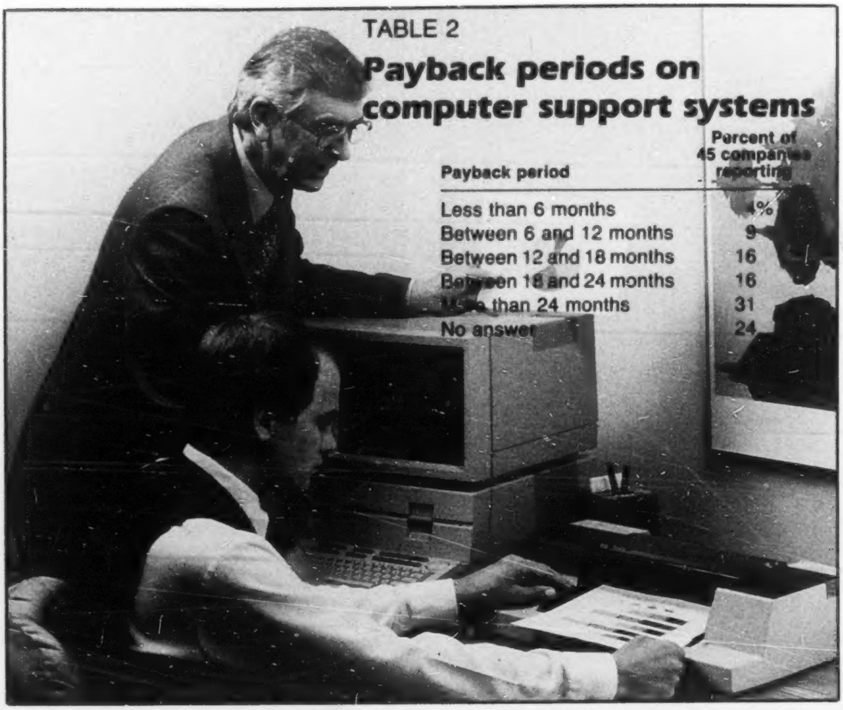


TABLE 2

Payback periods on computer support systems

Payback period	Percent of 45 companies reporting
Less than 6 months	4%
Between 6 and 12 months	9
Between 12 and 18 months	16
Between 18 and 24 months	16
More than 24 months	31
No answer	24

Source: Conference Board, *Computers and the Sales Effort.*

Still, those who have taken the PC plunge feel they're on the right track. Respondents told CB: "Computer-base sales-support systems bring greater efficiency and effectiveness not only to discrete sales applications (such as order entry), but help in other ways—for example, by accomplishing a sale in a completely different way (computer-to-computer ordering); by greatly expanding telemarketing capabilities; and by allowing customers or resellers access to supplier companies' databases. Variable blocks of additional time for direct selling are created by changing the responsibilities of field personnel.

"Some companies with support systems report increases of 5 percent to 10 percent in a salesperson's selling time because of less travel and paperwork, better call planning, and more effective calls. At National Life Insurance, accumulating evidence suggests that agents' sales gains of as much as 50% may be attributable to their access to support systems that enable them to sell more effectively and see more clients per year."

While improving selling effectiveness is an overriding goal, marketers march to different drummers in achieving it, reflecting their own priorities. For example, as described in CB's report, here's how some companies use computers to enhance four aspects of sales calls: prospecting, call planning, making calls, and call reporting.

Prospecting To reduce the time its insurance agents spend scouting for new clients, Travelers "offers them the MAP (Market Analysis Program) system to help them locate key customer groups and develop strategies to reach them. The program systematically analyzes selected areas in terms of prospect characteristics, counties, Zip Codes, and the like."

Call planning Ciba-Geigy with 800 salespeople, "obtains data about physicians from the American Medical Assn. and from survey results supplied by a research company." However, sales reps, "rather than rely on the 'canned' format in which they received the information, wanted to organize it in ways that made sense to them." Giving them laptop portables "made it advantageous for each rep to have the information at his or her disposal, susceptible to personal manipulation and control. Some now plan their efforts for a week, others for a month, and, occasionally, for an entire year."

Making calls The 200 driver-sales reps at S.B. Thomas hardly make a move without their portable data terminals. A computer-generated routing guides them on the most efficient call pattern for the day's stores. In the store, the portable calculates the correct stocking level item by item, based on shelf inventory and returned goods. The system won the reps' "enthusiastic approval because it greatly reduced the drudgery of daily calculations and the need for them to spend time searching for 'ten-cent' errors."

TABLE 3

Favorable effects of computer support systems

Favorable Effect On:	Percent of 45 companies reporting
Information to the field	80%
Individual time and territory management	58
Order to shipment time	56
Sales volume per salesperson	51
Length of sales cycle	36
Calls per salesperson	36
Control of sales expenses	31
Sales call reporting	31
Bid or proposal preparation	29
Orders to calls ratio	18
Sales training	18

Note: Multiple responses.
Source: Conference Board, *Computer and the Sales Effort*.
Note: Although the time periods overlap, this is as they appeared in CB's questionnaire.

At the end of each day, the rep places the terminal in a rack that transmits the data for the day's activities to a central mainframe. Thus, each morning, management has up to the minute sales results for each rep, product, district, and store.

Call reporting Weekly, Honeywell Information Systems' (HIS) more than 500 salespersons and account managers input an activity report that "describes efforts on specific campaigns and the nature of sales calls made (type, time, date, and whether face-to-face or other) into an online database. The report also describes their planned events, campaign dispositions, and how the individual spent his or her time other than in direct selling."

The call report module, one of several in HIS's Focus 7 sales support system, forms the basis for weekly reviews by sales managers with their personnel, as well as tactical planning of action to be taken on major accounts. An HIS executive cites Focus 7 as an example of using computers to bring "structure and discipline to the field force—based not on just a narrow concept of working harder, but on the idea of working smarter and keeping all details in view."

Using support systems to free up more selling time is a high priority, many companies told CB. IBM's replacing paper with electronics, and Digital Equipment Corp.'s (DEC), giving customers an alternative means for placing orders, represent two tacks marketers take to achieve this end.

"A fundamental objective of IBM's sales system," CB's report states, "is to give marketing representatives greater mastery over vast amounts of information." Sales manuals, product announcements, prices, contract terms, competitive information, and the like are now stored in databases, which reps can easily access on a need-to-know basis.

A current experimental program, Info Alert, takes the idea a step further, putting PCs with high-resolution graphics and a videotex format so that information can be packaged more attractively in homes of 50 account managers. Also included: a calendar and other personal management tools. IBM's goal: cut down on the 20%–25% of the marketing rep's time that it estimates is siphoned off by nonselling, administrative tasks.

> 'THE EMPHASIS HAS SHIFTED . . . THE FLOW OF INFORMATION IS AS IMPORTANT AS THE FLOW OF PRODUCTS . . .'
>
> —*Computers and the Sales Effort*

Keeping options open

Alternative ways of reaching and selling to the customer are part of one DEC program aimed at "upgrading sales responsiveness and yet conserving the salesperson's time." This is achieved by the Electronic Store, which enables customers using a terminal to order software, supplies, and low-level peripherals. "When a user logs on," the report claims, "different levels of access are available to the novice and the experienced user. Although customers proved willing to buy software via the Store, they wanted product demonstrations—something the Store now offers."

While marketers pursue such alternatives for getting orders, their plans don't include an alternative for personal sales personnel. "Nearly two-thirds of the respondents estimate that the number of sales personnel will remain unaffected in the future because of system use," says CB's Lou Wallis. "Thirteen percent believe the number would increase, and only four percent expect a reduction. The rest didn't know."

The Computer in Sales and Marketing

by Thayer C. Taylor

Making long-term sales cycles manageable

Selling complex, big-ticket products whose selling cycles are measured in years instead of months poses difficult tracking problems for salespeople. The Dallas division of Haworth, an office furniture marketer, solves the problem, says division manager Robert Theodore, with PC-based software that "helps the salesperson create objectives for each account, then tracks the activities and timing for accomplishing the goals." The Account Executive system (formerly called Trax) was developed by Software Design, Arlington, TX, and has been so well-accepted at Haworth that three of Theodore's nine salespeople bought PCs on their own so they could update their records daily at home.

Haworth's Robert Theodore with his problem-solving PC-based software.

"A sales cycle with a major account can stretch over as many as four years," Theodore explains, "which means breaking it down into a series of objectives. It's hard for the sales representative to remember the goal sequence and what must be done to accomplish each one, not to mention recalling the different people he talked to. Account Executive simplifies this for the rep, down to what and when the next objective is and the activities needed to achieve it."

Implemented in February, Account Executive was the reps' first exposure to computers. The introductory training course, which took half a day, was enhanced by hooking a projection TV screen to a Compaq DeskPro, enabling all of the reps to view the results as each went through a hands-on exercise. One rep became so enthused, Theodore recalls, that "the next day he put all of his 200 accounts on the system."

To ease the reps into the age of automation, Theodore requires

COMPUTER HIGHLIGHT

PCs take hold in sales department

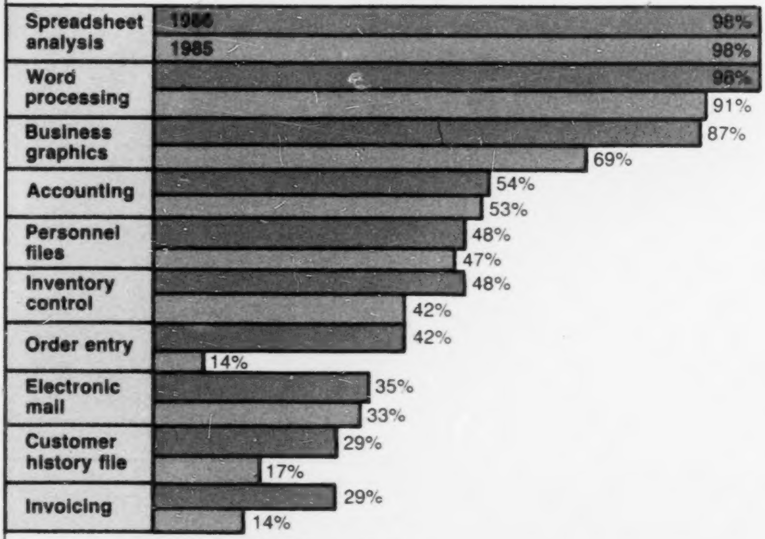
Computer support for district sales offices of Fortune 1000 corporations is picking up this year. At least that's one implication of Newton-Evans Research's annual study, *Microcomputer Usage Trends in Fortune 1000 Corporations*. Better than two out of five major companies currently use PCs for order entry vs. only 14% last year.

President Charles Newton ascribes the sharp jump to "switching the order entry function from central mainframes to PCs in district offices to speed up the cycle." He thinks it is too early to say if this indicates that salespeople are feeding orders in directly from customer sites with the use of laptops.

The study shows a dramatic rise in sales departments using PCs to store invoicing and customer history files. However, with fewer than one-third of major corporations storing customer history files on PCs, they are still far short of using desktops to meet the needs of salespeople.

Business graphics posted the second biggest year-to-year gain, next to order entry. Newton attributes it to "the many graphics software packages that have come into the market during the last 12 months and the growing popularity of desktop publishing."

How Fortune 1000 use PCs



Note: Micros include desktops, transportables, and laptops.
Source: Newton-Evans Research Co., *Microcomputer Usage Trends in Fortune 1000 Companies.*
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Significant Trends

The Supreme Court bans a truthful ad

"It's a dark day on Madison Avenue," said David Versfelt, counsel to the American Assn. of Advertising Agencies, following the Supreme Court's decision last month to uphold a prohibition on casino gambling ads in Puerto Rico. Not only was the 5–4 decision a blow to the First Amendment rights of commercial speech, but the majority opinion was written by justice William Rehnquist, President Reagan's nominee to become the new chief justice. What's more, Rehnquist's view of the First Amendment is said to be shared by federal judge Antonin Scalia, his designated replacement.

The case, which tested whether Puerto Rico could bar advertising of casinos to its own citizens, while permitting it for tourists, was the first time the Court has upheld a ban on truthful ads for a legal product. It has immediate applicability to efforts in Congress to prohibit all advertising of tobacco products, and for others eyeing similar treatment for alcoholic beverages. How might the Court treat such moves, should it get the opportunity? Debate on the question was expected to be fuelled at presstime by House hearings on a bill offered by Rep. Mike Synar (D-OK) to ban tobacco ads. The constitutionality of such a move is no longer in question, boasts the lawmaker, who enjoys the support of the American Medical Assn., the American Cancer Society, and others. Meanwhile, another test of the decision could come from R.J. Reynolds Tobacco, which is planning to challenge an FTC complaint on one of its "issue" ads.

But the American Advertising Federation contends that the Court's decision won't be useful in attempts to ban tobacco and alcohol ads. It says that the decision is clear that the government can only ban truthful commercial speech if it meets standards articulated under a previous decision, Central Hudson Gas and Electric Co. vs. Public Service Commission of New York. Among these standards is a requirement that all evidence be considered before truthful ads can be banned, a Herculean task.

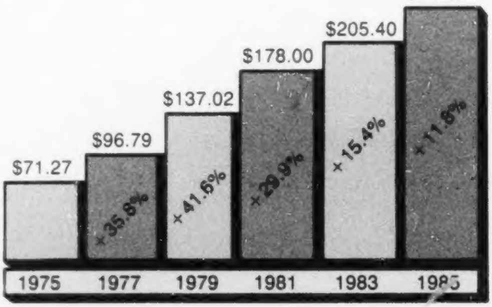
"There is substantial data that bans against advertising for many products do not achieve their intended purpose of reducing product consumption," reminds the AAF. "This is the case with cigarettes and alcoholic beverages."

Cost-per-call: Curiouser and curiouser

Lewis Carroll would have loved writing about selling costs—especially cost-per-sales call. Last month, McGraw-Hill's Laboratory of Advertising Performance reported, as a result of its biennial survey, that the cost of an industrial sales call rose 11.8% in the 1983–85 period to $229.70. Earlier this year, data in Sales and Marketing Management's annual *Survey of Selling Costs*, which covers consumer, industrial, and services marketers, indicated that cost-per-call ballooned 46.6% in the same period, to $131.40. To confuse matters further, Dartnell Corp.'s biennial *Sales Compensation Survey* placed last year's cost-per-call at $57.40, a remarkable 62% below what it previously reported for 1983. Cahners Publications, a fourth source for such information, skipped its annual survey this year, planning to conduct it biennially.

The Bureau of Labor Statistics' monthly consumer price index, which includes data for several selling cost factors, sheds little light on the subject, since price increases for most of the elements lagged McGraw-Hill's 11.9% rate. While the overall CPI rose 8.0% in the 1983–85 period, costs of restaurant meals were up 8.3%, auto rentals 9.5%, entertainment 10.8%, public transportation 11.1%, and hotel rooms 15.4%. Salespeoples' compensation, incidentally, generously outpaced the CPI. According to data in S&MM's *Survey of Selling Costs*, their average compensation climbed 12.2% in the two-year period, to $36,711. Obviously, to paraphrase what used to be said about marketing, cost-per-call has become the "dark continent" in the selling cost picture.

Sales call costs in $s and %s



Source: McGraw-Hill Research, *Cost of an Industrial Sales Call* 8013.8.
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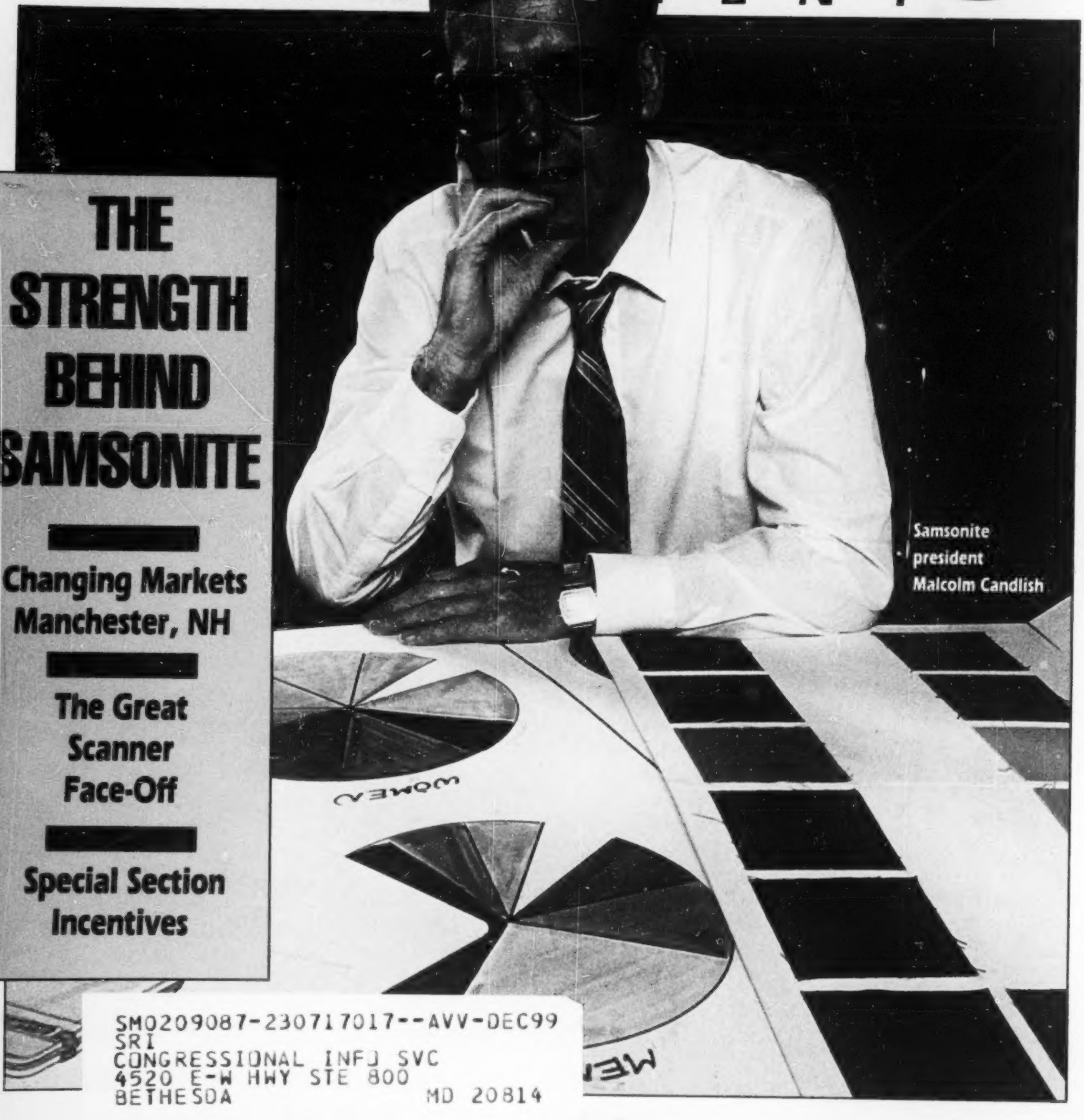

Samsonite president Malcolm Candlish

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Sales and Marketing MANAGEMENT

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Cover:
Expansion and innovation are the watchwords of Malcolm Candlish, president of Samsonite, as he fights to make the company "the recognized leader" in the luggage business. For more on Samsonite's strategy, see page 40.

Cover: Vera Steiner
Photo: John Sunderland

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Sales Management

S&MM salesgraph

Rosier outlook for consumer electronics

A robust housing starts market and continued price competition despite a stronger Japanese yen prompted the Electronic Industries Assn. (EIA) to nudge its forecast of 1986 consumer electronics sales upwards. EIA now sees factory sales rising 7.1% to $26.1 billion vs. a 5.0% gain predicted at the start of the year.

The sunnier prospects are due to two acronyms: CD (compact disc) and VCR (videocassette recorder). Sales of compact disc players, the industry's hot new product, are expected to surge 66% to $360 million vs. $315 million predicted earlier. That represents 1,800,000 players compared to 966,000 sold last year. Where EIA previously thought the boom in VCRs would decelerate to a 2.5% uptick, it now sees sales rising 12.5%.

The most dramatic shift in EIA's outlook centers on satellite earth stations, whose market collapsed when HBO and other cable-TV program providers began scrambling their signals. Sales are now expected to plunge 38% vs. the runup EIA projected earlier.

1986 outlook for consumer electronics

Product Category	1986 Sales (Mil. $)	% Change vs. 1985
VIDEO	$11,962	5.0%
Color TV	5,625	1.1
VCRs	5,330	12.5
Projection TV	575	17.8
AUDIO	7,355	11.5
Car audio	2,800	21.7
Audio systems	1,595	16.3
Separate audio components	1,300	14.8
Portable audio tape equipment	1,155	(6.2)
OTHER	6,760	6.1
Home computers	2,350	14.6
Blank videocassettes	1,200	13.7
Home computer software	975	30.0
Telephones	910	(6.2)
Satellite earth stations	560	(37.8)
TOTAL	**$26,077**	**7.1%**

Note: Details may not add to totals due to omitted categories and rounding. Only products with more than $500 million in sales are shown here.
Source: Electronic Industries Assn., Consumer Electronics Group.
©Sales and Marketing Management

computer, and a recently signed deal to manufacture computers for the Businessland chain.

The computers will bear a joint Businessland/Wyse Technology logo—a first in the industry—and should go a long way toward giving the company increased visibility.

Charles Comisco, vice president, marketing, for Wyse says that while others in the computer industry were off doing other things, Wyse concentrated on a combination of factors: the rapid growth of the multi-user system market requiring terminals, strong quality control manufacturing their own product, selectivity in their choice of distributors, and not competing against their distributors for sales.

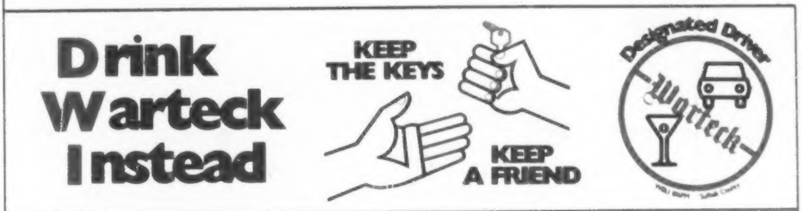
The company's sales force is a distributor-oriented sales force. "Their sole job," says Comisco, "is to help distributors make sales, not to sell to the end users themselves. Other than OEMs and military sales, leads go to distributors through our 12 regional offices." Since 56% of sales are handled by distributors, it's obvious that their formula is working.

Selling to government

Travel agents target the Pentagon

It took them 89 years to do it, but the nation's travel agents have finally won government approval to book both official and unofficial travel at Army installations throughout the U.S., some $390 million in annual business. Other branches of the military will soon follow, a blow to airlines that will soon begin paying commissions on the Defense Department's $1 billion air travel budget.

But don't look for crowds of agents to open shop on military posts. The Army plans to start by awarding only six regional contracts, a scheme that favors industry



Bumper sticker tells how to avoid being dead drunk.

New products

Selling sociable suds

Warteck, Kaliber, Moussy; these and other nonalcoholic beers account for a mere 0.3% of all beer sales, yet 25 to 30 such companies are currently battling for a share of this rapidly growing market, where sales jumped 25% last year alone.

Zwi Preminger, president of Omni Industries, importers of Warteck, claims that his product is better tasting because it's brewed without alcohol. Other brands, says Preminger, burn off or freeze off the alcohol at the end of the brewing process, but "we do not de-alcoholize." The challenge, he says, is to make consumers aware of the difference.

To this end, Omni, Greenwich, CT, is spending more than $1 million to advertise and promote the brand. Ads stress the good taste of Warteck by showing the brew with an array of appealing foods. To reach upscale consumers, ads are running in *Food and Wine* and *The New Yorker* magazines, as well as in the *New York Times* and the *Wall Street Journal*. In addition, consumer response at a recent tasting exposition sponsored by New York's Waldbaum supermarkets revealed that "middle- and lower-income people who don't know about Warteck also like the taste," says Preminger. Because of this, *Sports Illustrated* was added to the ad schedule "to capture that market."

Promotions will continue to focus on in-store tasting. In Florida, sampling at Winn Dixie supermarkets put Warteck into all 157 stores in the chain within two weeks—and caused a number of Winn Dixie's local competitors to take on the brand. Coupons have not yet been effective, says Preminger, because "the public doesn't know the product name."

Omni is also getting a lot of mileage out of its sponsorship of a designated-driver program in New York's Suffolk County. Warteck has been named the beverage of preference in the program, using the slogan "Drink Warteck Instead" (a play on the initials of Driving While Intoxicated). In return, local distributors provide two free cases of Warteck to each establishment that serves free nonalcoholic beverages to designated drivers.

Warteck, which sells for about the same price as regular imports ($3.99 to $4.99 for a six-pack), last year ranked No. 23 among all imported brands in the U.S. Case sales for 1986 are projected to be about 650,000. They'll keep climbing, says Preminger, because "it's just not sociable to be drunk anymore."

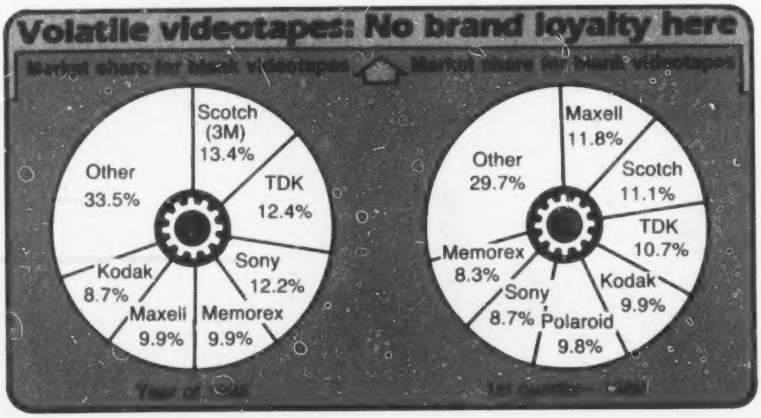
Distribution

Videotapes join the mass market

In the last quarter of 1984, 3M's Scotch brand dominated the blank videocassette market with a 23% share. One year later, Scotch's fourth-quarter share stood at a demoralizing 9.3%, though it still led the pack with a full-year share of 13.4% (see chart).

What happened? A review in the October 1984 issue of *Consumer Reports* naming Scotch the highest-quality blank videotape caused a tidal wave of consumer demand that depleted 3M's inventory. Scotch marketers decided to ride this crest of brand loyalty into the Consumer Electronics Show in June, where they insisted on a trade price of $4.93 per tape while other high-quality manufacturers like Maxell, TDK, and Memorex were getting between $4.17 and $4.30. 3M then unleashed a massive mailing of coupons to consumers, who found it difficult to cash them in. Fewer Scotch videotapes were on the shelves because fewer distributors were willing to buy them at the higher price.

"They tried to change it from a distributor-based business to a consumer-based business," says Gerry Ghinelli, consumer products marketing manager for Maxell. "But there is no brand loyalty in video-



Source: Industrial Marketing Research

tapes." Maxell, meanwhile, widened its distribution in supermarkets and mass merchandisers and leapt to No. 1 on the first-quarter 1986 market share list with 11.8%. In the volatile videotape market, says Ghinelli, it is not uncommon for a new leader to emerge each quarter.

The lesson was not lost on 3M marketers. "Every piece of research we've done says quality is the number one purchase criterion, but right behind it is price," says Tom Zohn, market development manager for consumer video at 3M. "There are three or four brands consumers are comfortable with, and the one with the best price is going to stand out."

Distribution, says Zohn, has become the top priority for blank videotape marketers and, with tapes already well-ensconced at discount stores and mass merchandisers, supermarkets are becoming the prime targets for future sales growth.

Rightly so, because the blank videotape has evolved into a true mass-market item. With videocassette recorders now found in more than 35% of U.S. households, Maxell marketers estimate that video junkies will buy 300 million blank tapes before the year is out vs. only 200 million in 1985. For the first time, blank videotapes will outsell blank audiotapes.

Buying patterns are also in a state of flux. Just three years ago, men accounted for 75% of purchases. Now, according to an A.C. Nielsen report, 51% of blank videotapes sold this year will be bought by women—and supermarkets are still a largely female domain.

Zohn of 3M says that, presently, only 3% of all videotapes are sold through supermarkets, but feels that figure could zoom to between 15% and 25% by the end of the decade. Scotch may have a bigger foot in the doors of supermarkets since 3M has 65 grocery brokers working on getting them the distribution. Zohn claims they have already penetrated 50% of the 40,000 convenience stores and supermarkets 3M considers "important."

"Supermarket distribution has such great potential," says Zohn, "that we'd rather try to own it now than fight for it later."

But 3M's competitors are hard on their heels. Mike Bolton, western national accounts manager for Maxell, has been carrying the gospel of videotapes to grocery chains and says it's a matter of convincing them to get the tapes out from behind the store manager's desk and promote them for maximum profit. Supermarkets can expect margins of 18% on tapes sold at promotional prices and 30% when sold at list.

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Circle No. 149 on Reader Service Card

Like 3M, Maxell is pushing co-op dollars, endcap displays, trade allowances for checkout locations, and multi-packs.

"Blank tape has become a volume item, a traffic-building item," says Bolton. "As a category, it's treated no different from toothpaste or mouthwash."

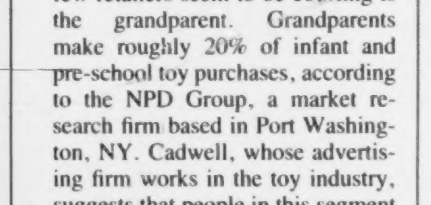
Market segmentation

Toying with the competition

If you're in the toy business these days, experts point out, there's little time to play around finding new market segments.

"The toy industry is getting flatter and flatter, and sales are beginning to go the other way," says advertising executive Franchellie Cadwell, president of Cadwell Davis Partners, New York City.

One ready-made segment that few retailers seem to be courting is the grandparent. Grandparents make roughly 20% of infant and pre-school toy purchases, according to the NPD Group, a market research firm based in Port Washington, NY. Cadwell, whose advertising firm works in the toy industry, suggests that people in this segment are ideal toy consumers because today's grandparents have more disposable income and fewer grandchildren than their predecessors. In addition, half of all grandparents live more than 100 miles from their children, which gives them more freedom to make toy purchases without direct pressure from the child, as well as more free time to shop and educate themselves about individual toys.



F.A.O. Schwarz will cater to grandparents' tastes.

One retailer that has already recognized the buying power of the grandparent is F.A.O. Schwarz, a specialty chain that caters to expensive toy tastes. Schwarz is about to move its Fifth Avenue flagship store in New York City, and one of the many separate boutiques in the new store will be a "Grandma's Shop," featuring top-of-the-line gifts for infants. Susan Shea, Schwarz's vice president of marketing, says the company plans to staff the boutique with the store's older saleswomen, many of whom are grandmothers themselves.

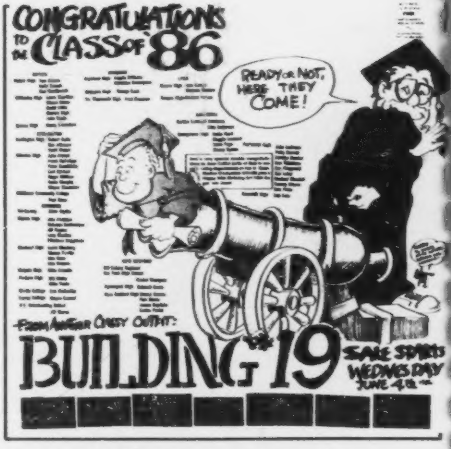
Retailing

America's laziest and messiest

Wallpaper sold by the pound and truck-tire inner tubes are hot items at Building #19 stores this month. Like most of the other merchandise in these Boston-area stores, these "new" products were created from other peoples' losses.

Building #19, Hingham, MA, retails items culled from insurance salvage, bankruptcy stocks, irregulars, close outs, and mail order returns. Sixteen "merchants," who are roughly equivalent to department store buyers, are responsible for the acquisition of goods, which are eventually placed in one of the company's seven stores or two warehouses in the Boston area. But what makes Building #19 so different—beside the fact that it is the largest operation of its kind in New England—is the off-beat image with which it markets itself, within the store as well as in advertisements. One example: The company's letterhead, which reads, "Building #19, Inc.—America's Laziest & Messiest Department (?) Stores."

Founder, president, and head marketing strategist Jerry Ellis refers to Building #19 as "half store, half sideshow," and the products offered reflect this entertaining ambiguity: There are bird cages without tops, first-quality paint at only $3.99 per gallon, and nightshirts that are labelled "soft, cuddly and 99 44/100 percent perfect." Print ads are equally zany. Ellis himself appears, in cartoon form, on the covers of advertising circulars and mailings. The pseudo-catalogues, which have used the same highly successful format for 13 years, are filled with humorous advertisements and cartoons designed by artist Mat Brown.


CONGRATULATIONS TO THE CLASS OF '86
READY OR NOT, HERE THEY COME!
FROM ANOTHER CRAZY OUTFIT:
BUILDING #19
SALE STARTS WEDNESDAY JUNE 4th

Building #19's circulars, by artist Mat Brown, go for the bizarre touch.

The thing that has contributed most to Building #19's advertising success, says store operations manager Paul Poulin, is that the ads are unusual and they guarantee the lowest prices in New England. "Ours is one of the few circulars people read just for the jokes," he says.

Building #19's sales, on the other hand, are no joke. Figures for 1985 were slightly more than $52 million, says Ellis, and he estimates that the total will approach $58 million this year. "Our goal," he says modestly, "is to make Building #19 the best—and the most fun—place to shop and work in New England."

The great scanner face-off

0 12345 67890 5
ORDER FORM

Illustration: Frank Sargenti

With checkout scanners giving food chains a strong informational edge, product marketers are under pressure to develop products and programs that meet retailer profitability goals. How soon will other packaged goods marketers face this challenge?

A bit of black comedy bandied about in the grocery products business these days goes thus:

The scene: *Office of retail chain buyer.*

Salesperson: *Joe, here are the details of our new promotion. A cents-off coupon, an attractive case allowance, and a heavy schedule of TV spots in your trading areas. Based on our shipments to your warehouse for our last promotion, I think you should order a minimum 200,000 cases so you won't be out of stock when the demand peaks.*

Buyer: *Wait a sec, Frank, let me check it out. (He turns to his PC, punches a few keys, and scans the numbers and graphs that flash on his screen.) Your last promo produced mixed results. It played well in white-collar areas but turkeyed in blue-collar neighborhoods, where most of our stores are located. It didn't increase overall product category sales; all it did was generate a lot of brand churn, which means you didn't pull any new customers into my stores. One reason may be that the TV programs your ad agency picked for the spots had pretty low ratings. (He plays with his PC keyboard and scans a new array of numbers.) Your post-promo sales were up somewhat, but, considering the shelf cube, eye-level position, and end-of-aisle displays I gave you, I came nowhere near achieving my direct product profitability target. I think I'll go for 50,000 cases, unless you can build a stronger case—if you'll pardon the expression—as to how your promo will benefit my stores.*

Salesperson *(to himself): How do I compete with that? Wait until the district manager hears about this.*

The catalyst for this prescient scenario is the supermarket checkout scanner, beeping as it reads the black bars of the Universal Product Code (UPC), generating a flow of data for each individual sale: product, category, brand, size, price, flavor, and, where necessary, causal data such as coupon, special promotion, in-store display. The information foundation built at checkout counters sets the stage for seismic shifts in packaged goods marketing, and carries heavy implications, including:

- The balance of power inherent in sales information, dominated by manufacturers up to now, will tilt inexorably in favor of retailers. "Knowledge is power," Sir Francis Bacon said in 1597, and that's even truer today as a result of information technology:
- Manufacturers' salespeople, facing off against more knowledgeable buyers, will become more information-oriented when presenting new product or merchandising proposals. Computer analyses, customized by account, will be as common in sales kits as order forms:
- Demarcation lines between sales and marketing departments will blur as the two are forced to integrate strategies and tactics for selling to major chains:
- Advertising agencies will be leashed to tighter accountability measurements as the success or failure of promotion spending becomes known more quickly.

While the scanner revolution today most directly affects marketers who sell through supermarkets, its expanding reach will embrace those who rely on other distribution channels—mass merchandisers, drug stores, discounters near-term, and department stores long-term.

True, scanners have been around since the early 1970s, when Kroger installed the first experimental unit in one of its Cincinnati outlets. However, a confluence of factors invests the information technology with new, sweeping capabilities.

First, scanner-equipped stores will account for more than half of commodity sales by supermarkets this year, according to A.C. Nielsen estimates, and will lift that ratio to 62% by 1989. Second, the weekly frequency of scanner reports, vs. the monthly warehouse withdrawals (Selling Areas-Marketing) and bimonthly in-store audits (A.C. Nielsen), will enable marketers to respond more quickly to marketplace developments. And, third, a bevy of information providers will marry internal scanner data with external metro market and household data, an amalgam that has spawned the buzzwords, "single source data."

Such enriched scanner data will give marketers deeper insights into sales promotion performance, such as who bought the product and how often; buying stimuli responded to; competitive brands most affected; and store types with strongest and weakest results.

Scanner data's greater timeliness also appeals to marketers. "When you drop a coupon or have a display, the sales effect is immediate and dramatic," notes Dennis Ready, director of marketing research and support-brand products, Pillsbury, Minneapolis. "A lot of that volatility is lost when data covers a monthly or bimonthly period, but you will notice it when reports are in weekly increments."

Before scanning's full potential can be tapped, however, certain roadblocks must be hurdled, the most important of which is accuracy. Paul M. Schmitt, vice president and director of business development, A.C. Nielsen, Northbrook, IL, estimates "between 10 percent and 12 percent of the data is unusable as received from stores and has to be salvaged to prevent contamination of the database."

Up to now, the relatively few dividends delivered by scanner data have been enjoyed mostly by retailers. They've focused primarily on operations applications, such as inventory management and scheduling, that, University of Chicago marketing professor Robert Blattberg told this year's Food Marketing Institute's annual meeting, "are crucial in driving down costs and increasing profits."

Two interlinked operational applications already affecting marketers are direct product profitability (DPP) and shelf management. "Scanner data is the primary ingredient driving our shelf management program," says Art Patch, vice president and manager, Corporate Grocery Div., Safeway Stores, Oakland, CA. "The program allocates the quantity and quality (eye-level) of space, and, in turn, is determined by DPP, which considers all of the costs associated with holding and handling a product, from warehouse to checkout. When the costs are deducted from our margins, we have a DPP coefficient for every item carried in our stores." Patch says DPP findings were instrumental in making Procter & Gamble change the bottle design of its salad oils "so as to ship

Scanner information bandwagon

Several third-party information providers are promoting enriched scanner data services that enable marketers to make broader use of the data.

A.C. Nielsen offers a boutique of scanner reports. *ScanTrack* provides scanner data from 1,600 supermarkets in 25 major markets as well as projected U.S. totals. For the same markets, *ScanTrack Plus* provides what Nielsen calls "aggregrated household impressions" (as distinguished from household panels) of promotion offers, TV commercial gross ratings points, and retailer ads and displays. *ScanCheck* makes in-store observations that clients request. Later this year, the company will open an on-line database in Minneapolis that clients can access directly, extracting data at different aggregrated levels for their own analyses. And, at the start of 1987, Nielsen hopes to add TV viewing measurements as a supplement to the scanner data.

Information Resources, with considerably more scanner experience than any of its rivals, pioneered the field with *BehaviorScan* in 1980. That service, used for test market applications, covers 17 markets, combines scanner data with purchases made by 35,000 households, a sample of which have TV converters that allow the delivery of different test commercials to sub-groups. Last month, the company added *InfoScan*, which expands the number of households to 50,000, markets to 31. President Gian Fulgoni claims that by the end of 1987 *InfoScan* will cover 53 markets and include more than 2,000 stores (vs. 700 today). *InfoScan* will also track promotional activities.

Selling Areas-Marketing Inc. (SAMI), a Time subsidiary, offers scanner data for nine markets, and hopes to have 15–20 by year's end, says Alan Miller, vice president. Miller says the new service captures information for store-delivered product categories missed by its warehouse withdrawal reports, such as soft drinks, baked goods, and cigarettes. **SAMI** uses its recently acquired Burke Marketing Services to supplement scanner data with retailer display and advertising feature information.

SAMI is also involved in **ScanAmerica,** a joint venture with Arbitron, said to be the largest supplier of broadcast audience ratings. A pilot project launched in Denver last year has equipped 200 homes with "people meters" that measure TV viewing, and wands for tracking household purchases. Panel members pass the wand over the UPC bar codes of products they buy to record their purchases. Jim Spaeth, director of media services, says plans call for a panel of 5,000 homes by 1988.

less air" and Chesebrough-Ponds pack fewer Pasta Meals per shipping carton "to match in-store turnover."

Aware of the potent ammunition DPP gives retailers, some manufacturers use the technique to solidify relations with the chains. Nabisco Brands' Grocery Broker Operation has 10 DPP specialists, five who analyze DPP at Parsippany, NJ, headquarters and five in the field who advise the firm's food brokers on how to utilize the concept when selling Nabisco products.

Use of scanner data by manufacturers has been mostly confined to the market research area. General Mills, Minneapolis, uses scanner markets to test new products, advertising themes, and consumer promotions. "The limited number of metro markets with scanners prevents greater use of such data," observes Doss Struse, their director of marketing research services.

Single source data

If first-generation scanner data was used piecemeal by marketers, an emerging second generation, called single source data, would move applications out of research and into the sales area. The four critical components of such data are, as capsuled by Beth Lubetkin, vice president, Information Resources, Chicago, at a recent Advertising Research Foundation workshop: "retail sales (national, regional, and major market); individual household purchase data; causal data on promotional exposure; and media exposure data."

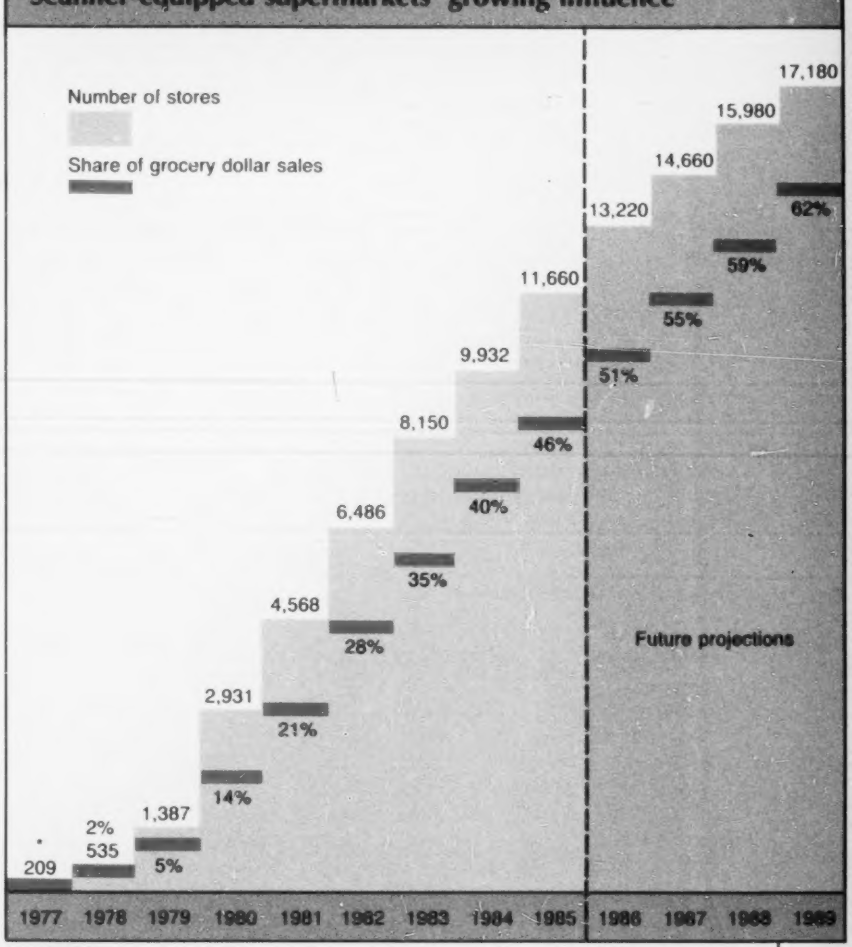
The integration of data that previously was culled from various sources promises major benefits for marketers. "It adds a whole new dimension to scanner data," says Ken Robb, marketing coordinator, Gaines Foods, Tarrytown, NY, "by giving you the dynamics behind your sales volume. Once you've learned who bought your product and what motivated them, you'll have a better idea of whether your advertising is aimed at the right target and how your brands react with competitors." Adds Michael Duffy, information analysis manager, Pepsi-Cola USA, Purchase, NY: "We subscribe to many syndicated services, each of which provides a unique window on the world but that are not relatable. Integrated scanner data will not only tell us how many people saw a Pepsi display in a supermarket, but whether or not it produced more sales."

Coincident with the arrival of integrated scanner data, retailers themselves are moving beyond operations applications. "They're beginning to look at the so-called soft benefits of scanner data," says Tony MacNeary, vice president of Information Resources' Retail Consulting Group. "You'll see them do more promotional analyses and play around with price elasticities. However, retailers are still handicapped by the lack of analytical resources compared to those manufacturers have."

While it's a matter of conjecture as to when buyers and salespeople will have scanner data readily at their disposal, there's general agreement that when the scanner face-off arrives, the rules of the game will change. "The fact that retailers will have information on results before we do will change the basis of our relationship and the nature of the selling assignment," says General Mills's Doss Struse. "Manufacturers will have to develop more products and programs that meet retailer objectives as well as their own—the two are not always the same."

Some see the changed relation-

Scanner-equipped supermarkets' growing influence



*Negligible

Source: A.C. Nielsen

ship tilting the balance of power in favor of the retailers. Consultant Mack Hanan, president, Greenhouse Group, New York City, agrees: "Scanners will accelerate the shift already begun by, on the one hand, food chain consolidation, and, on the other, the fact that marketers' record number of new products and promotions exceed available retail shelf and floor space."

Others see a closer partnership rather than a confrontation. Dubbing balance-of-power talk as "hula-hoop mentality," Gene Hoffman, senior vice president/corporate strategic planning, Super Valu Stores, Minneapolis, contends "scanner information will ultimately be broadly available to both parties, so they'll have to sit down and work out the best way to make it mutually beneficial."

New environments

Caught up in the changed relationship, the salesperson will have to adjust to the new environment. "Salespeople will have to really get in there and understand the account situation," says James H. Huguet, president of Northeastern Organization, a Trumbull, CT, consulting firm. "Instead of just going in and presenting a deal, they'll have to become product category experts and be more creative in developing opportunities for their accounts to the extent that they become regarded as the 'preferred supplier.' "

Until they achieve that status, salespeople "will be in a defensive mode," says Robert P. Magrann, staff vice president of sales, Grocery Broker Operations, Nabisco Brands. "Before, the salesperson told the buyer what was going on in his product category. Now, the buyer knows the sales volume before the salesperson does."

Some companies are already moving to lift the knowledge level of their salespeople. Campbell Soup, Camden, NJ, is outfitting salespeople in selected districts with hand-held terminals so they can receive scanner data electronically prior to calling on accounts. "We want to find out if UPC data will replace warehouse withdrawal information as a basis for dialogue with the trade," explains Edward Russell, corporate research manager. "It's important that manufacturers regain the initiative by finding creative ways to use scanner data."

Before scanning's potential is tapped, roadblocks must be hurdled.

The role changes triggered by scanner data will extend to the interaction between a marketer's sales and marketing departments. "There's no doubt that scanner information will make the salesperson more directly involved in the total marketing process," says Robert King, director of business decision support systems, General Foods, White Plains, NY. "He simply can't say 'Give me the deal and order forms and I'll go sell.' He has to understand where he fits into the whole marketing process. At the same time, marketing must develop a greater understanding of what's going on in the stores so that it doesn't screw up the sales function."

Concurring from a different perspective, Safeway Stores' Art Patch says that "Because the salesperson, through his contacts with the buyers, will gain a greater understanding of the retailer's total systems approach, the sales department must exert more influence over the marketing department. Marketing can't make product design decisions on just packaging issues, for example, but will have to be guided by retailer issues that the salesperson will be transmitting back to that department."

That marketers are beginning to move toward such coordination is suggested by A.C. Nielsen's experience. "When we made presentations on the bimonthly NFI (Nielsen Food Index), it was usually presented exclusively to the marketing research guy," recalls vice president Paul Schmitt. "Now, when we make presentations on ScanTrack, people from the sales and merchandising departments invariably sit in."

The greater timeliness of scanner data will make marketers monitor their advertising agencies more closely. Holding agencies accountable for the results of advertising strategies, which aim at building a brand franchise over the long-term, is always a nebulous matter. However, when scanner reports give a fast—and precise—readout of the success or failure of a particular promotion, marketers will gain a measurement tool for gauging agency efficiency in spending promotion dollars. That marketers will make greater use of scanning data to analyze the efficiency of their sales promotions is underscored by findings from Donnelly Marketing's annual survey of promotional practices, which reveal that since 1978 the share of the promotion dollar allocated to consumer promotions has jumped from 24% to 30%, while media advertising's share has fallen from 42% to 35%.

Advertising impact

Sensing the closer scrutiny that's in the offing, Graham Phillips, chairman of Ogilvy & Mather, New York City, notes, "It's not unusual to see a brand's share of market range from as low as 4 percent to a high of 55 percent during a 12-week (promotion) period. What worries an advertising man today is the fact that price and coupon promotions have such an enormous impact on short-term sales." To assuage such worries, the company recently bought AccuSpace, a company specializing in scanning software, a move that will probably be duplicated by other agencies with major brands as clients.

With all of these changes in climate, the need for flexibility and responsiveness by packaged goods marketers becomes even more important. Their ability to compile, analyze, and interpret scanner-generated data will determine the success or failure of their future marketing programs.

Thayer C. Taylor, Senior Editor

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Selling pays at DEC

Digital Equipment Corp. (DEC), the computer industry's hot company this year, believes in sharing the wealth. Two of its marketing executives are among the 10 best paid marketers in the industry, according to the annual compensation survey by *Computer Marketing Newsletter*, Santa Ana, CA. John Shields, vice president of sales and service, ranked fifth with $408,133, and Winston Hindle, vice president of corporate marketing, finished seventh, with $405,000. Both fattened their paychecks by almost one-

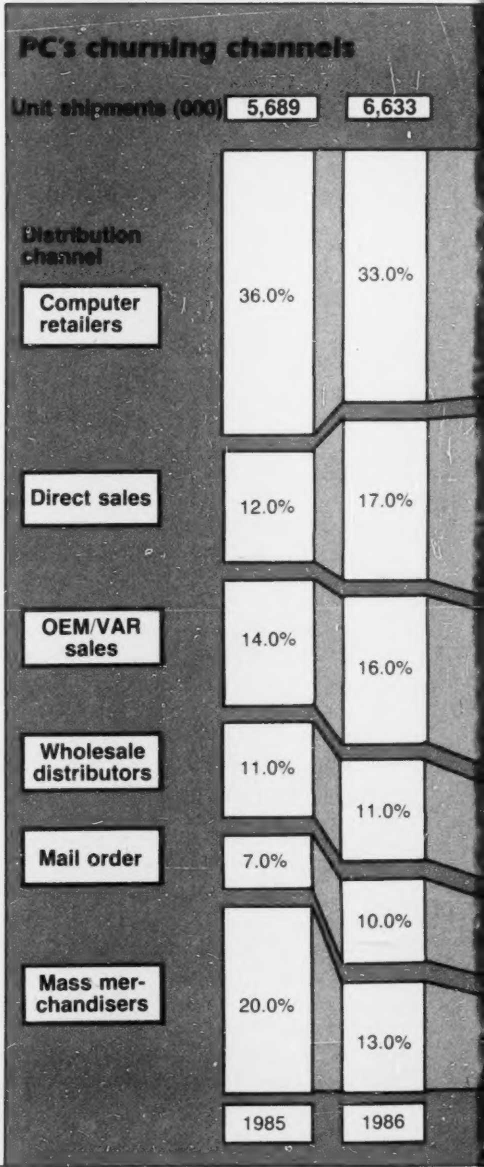
SELLING COMPUTERS

PC marketers love their own

Talk to a sales executive from any of the leading PC marketers and you get an unending chorus of praise for computer retailers. However, that doesn't mean they're one whit less devoted to their own direct sales forces, as International Data Corp.'s (IDC) latest annual report on the PC market reveals.

According to the Framingham, MA, research firm, the percentage of industry shipments moving through retail stores will slip from 36% in 1985 to 33% this year and next, while the share sold by marketers' own sales forces will bubble up from 12% last year to 17% this year and 20% next year. The reason: Computer retailers are going through a reshuffling as they try to cope with price-conscious buyers and transition from a walk-in business to outbound sales operations.

The shakeout should be completed by 1988, when the retailers will nudge their share up to 34% and an even higher 36% by 1990. However, marketers will continue to rely increasingly on their own sales forces, IDC observes, because "selling direct is the single most effective method for maintaining margins and controlling important corporate accounts."



Source: International Data Corp., *Personal Computer Markets 1985–90* (PCMPS Vol. 2)
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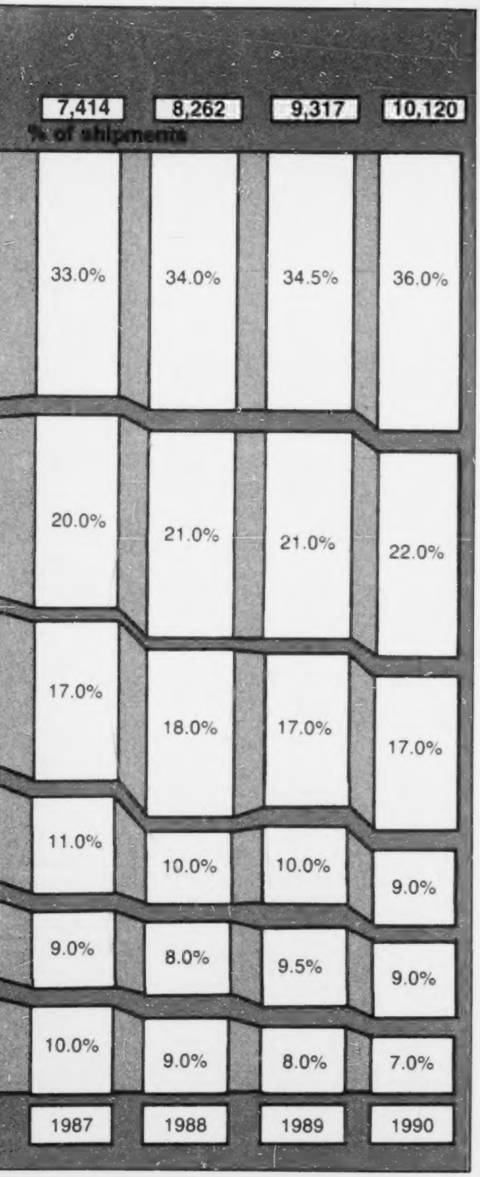
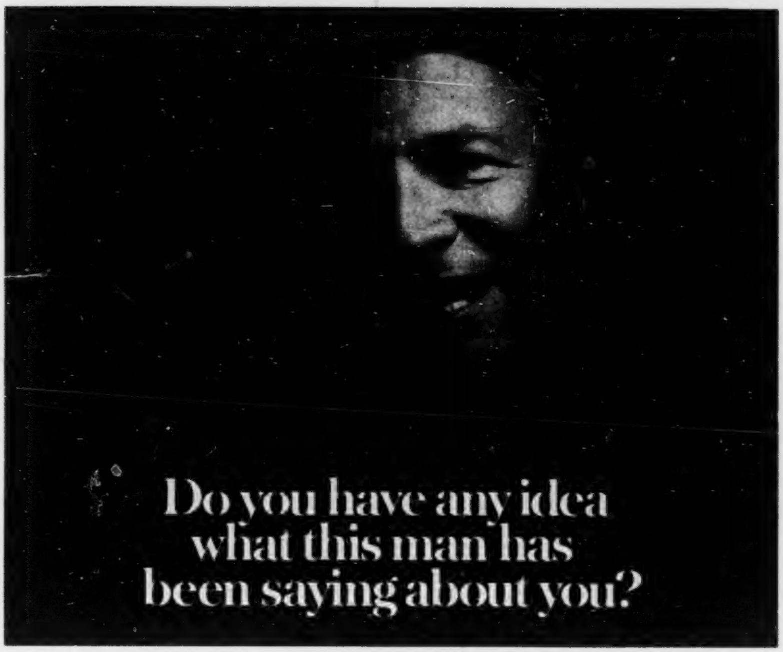
third over the previous year.

There's a special irony in their accomplishments in that DEC is known as a technical and engineering-oriented company and only recently began to give serious attention to marketing. This year, for example, the company will give bonuses to certain salespeople for the first time.

Not surprisingly, a Comdisco marketer, senior vice president of

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Cover:
The Fonda Group, marketer of disposable paper cups, plates, and related products, is "on the move," says Aaron Wolkstein, executive v.p. of Paper Plus, a Fonda distributor. The reason? "They've put a management team in place that's directed to the needs of the customer." Page 49.

Cover design: Vera Steiner
Photo: Joe Bevilacqua

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ABP ABC MPA

Communications

AT&T drops out of cellular

Late-Breaking News

A hot rumor that circulated at September's Telecator trade show in Atlanta has been confirmed: AT&T is dropping out of the cellular phone market. Earlier last month, the company had cancelled all advertising for cellular products.

"They never had the product," says one industry source. "They've been selling the same phone for two-and-a-half years, while other companies are on their fouth generation of equipment."

AT&T also failed to make inroads with Bell regional holding companies and lagged behind market leaders Motorola, Oki Telecom, and Panasonic.

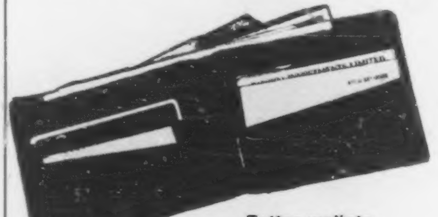
"We were late getting into the market," says AT&T spokesperson Doug Fenichel, who adds that AT&T will continue to supply cell service companies with transmitters, antennas, receivers, and other related hardware.

Compensation

Top commission-only reps' average take: 185 Gs

No. 1 salespeople paid on a commission-only basis earned an average of $185,600 in 1985. That was nearly four times the figure paid to top salary-only salespeople, who averaged $47,400, says a study from the Wyatt Company, a compensation consultant.

But while they earned less, the salary-only reps outsold their commissioned counterparts by nearly four-to-one, with an average sales volume of $11.3 million vs. $2.9 million for reps receiving only incentive pay. "In all of our studies," says Wyatt's Brent Longnecker, "we find that variable pay [commission] is prevalent at newer, smaller companies without big sales staffs."



Fatter wallets don't mean more sales.

Wyatt's findings were based on a survey of 738 companies representing a wide range of sales volumes and products. Only 6.4% of those companies paid only commission to salespeople, while 19.6% paid on a salary-only basis. The balance offered various mixtures of salary and incentives. The preponderance of companies paying commission only was in containers and packaging, fabrics and apparel, and consumer household appliances. The prevalent salary-only industries were packaging materials and paper, fabricated metal products, and food products.

Sales force highlight

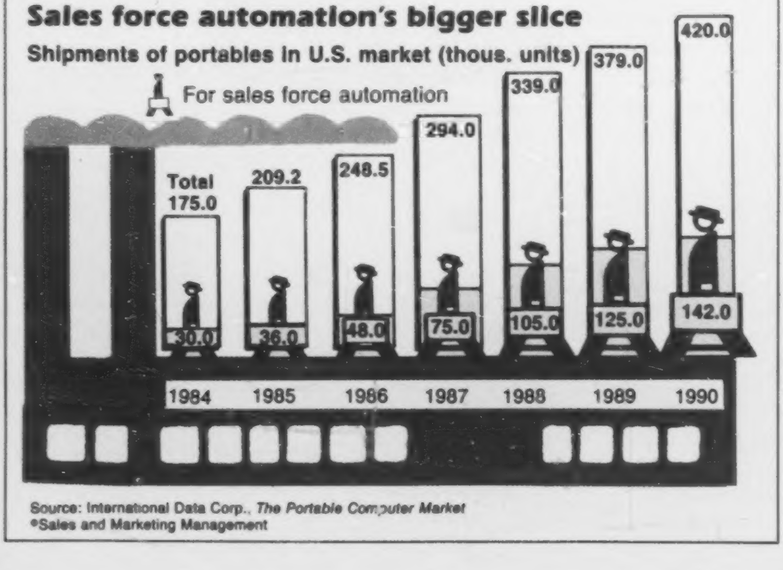
Have laptop, will sell

By the end of this decade, one of every three laptop PCs shipped will be destined for a salesperson vs. one in six currently, according to a study of the portable computer market by International Data Corp. (IDC), Framingham, MA. While total sales of laptops will soar 146% to 420,000 units in the 1984–90 timeframe covered by the study, shipments to the sales force automation niche will skyrocket 4,633% to 142,000 units.

"It now appears those numbers may be on the low side," says Steve Bosley, IDC industry analyst and author of the report. "Since the study was completed, a lot of big companies have perceived sales force automation to be real cost-effective." Adds Andrew Czernek, marketing director, Zenith Data Systems: "Because companies didn't invest in desktop PCs for salespeople, they're more likely to leapfrog directly to laptops to automate their sales forces."

Sales force automation's bigger slice

Shipments of portables in U.S. market (thous. units)



Source: International Data Corp., *The Portable Computer Market*
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Marketing Management

Regional marketing

Roy Rogers lassos the Northeast

For Marriott Corp., the Roy Rogers chain of fast-food restaurants was nearly the Brahma bull that got away. A mid-70s expansion strategy backfired on the Marriott subsidiary, based in Rockville, MD, and it was forced to close as many as one-quarter of all its outlets. By 1979, the Roy Rogers brand was stamped on only 256 locations.

"They were concentrated in the D.C. area, then all of a sudden they decided to expand and started building restaurants helter skelter," says Daniel Lee, an analyst with Drexel Burnham Lambert. "They sat back and looked at why it wasn't working and concluded that it was very difficult to compete with McDonald's and Burger King, who had huge amounts of national TV ads."

Since then, Roy Rogers has built its base back to 550 units and is successfully competing against the national chains by funnelling its entire ad budget into local TV spots. After increasing its size by about one third with the acquisition of the Gino's chain in 1984, Roy Rogers set out on the expansion trail once again, this time taking it one market at a time and opening enough restaurants in each area—usually six to eight—to warrant buying local TV time.

Local advertising is the key to Roy Rogers's fast-food comeback.

"They get to the point where they can afford local TV by spreading the cost over a group of restaurants," says Lee. "Suddenly, they're competing with the national chains." While Roy Rogers won't release financial figures, Lee says he thinks the chain is now "quite profitable."

Another change in strategy for Roy Rogers is relying on franchisees to spearhead its Northeastern expansion. While the majority of restaurants are still company-owned, some 200 are now in the hands of franchisees vs. only 112 four years ago. The company is advertising franchising opportunities and holding open houses to attract multiunit developers.

"We've refined our franchise criteria," says company spokeswoman Mary Maguire. "We want more experienced players in the restau-

S&MM Marketgraph

It's 9 a.m.: Do you know where your mother is?

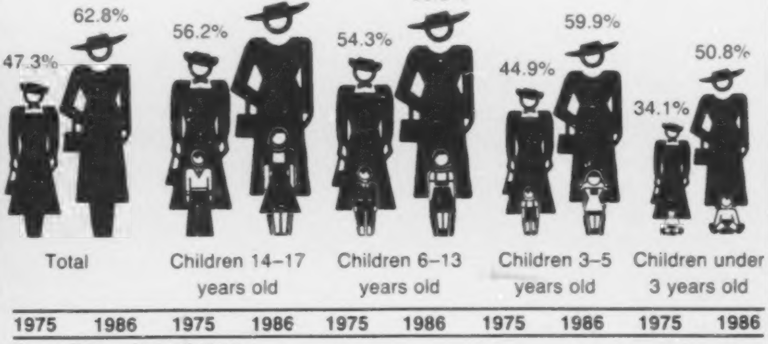
While pundits debate whether a woman can mix child-rearing with a career, mothers with infants and toddlers continue to enter the labor market at a phenomenal rate. Since 1975, the labor force participation rate (working or looking for work) of married mothers (spouse present) with children under six years old soared 17.2 percentage points, from 36.6% to 53.8%. Married mothers with school-age children (6–17 years old) posted similar gains—16.1 percentage points—according to new Bureau of Labor Statistics data.

Black mothers are more likely to be in the labor force than their white counterparts, 66.3% vs. 62.2%. However, white mothers have cut that gap by more than half since 1975. In contrast, the proportion of Hispanic mothers in the labor force showed virtually no change.

For marketers, the onrush of mothers from home to office "is a special challenge," says Philip Lempert, head of The Lempert Co., a Belleville, NJ, advertising marketing firm. "With demands on her time so strong," he notes, "one-stop shopping is important—stores with the widest variety of products and services, plus fast check-out." Networks have felt the impact, too, as daytime soaps become a less attractive advertising vehicle.

Have child, will work

% of mothers in the labor force with children under 18 years old



Source: Bureau of Labor Statistics
¹Sales and Marketing Management

Inland's computer dialogue builds service extra

Instead of viewing computer-to-computer ordering as a job threat, Inland Steel's salespeople are "very enthusiastic" about the system, according to the upcoming Conference Board study, *Rethinking the Company's Selling and Distribution Channels*. Implemented last year, the system enables 15 customers, including Ford Motor and A.O. Smith, to place orders electronically and subsequently check on the order status.

Inland's salespeople welcome the system, says systems manager William Sanders, because "it gives them another service to offer. It's not so much a productivity improvement for them, because they never really were order takers. They focus on presenting our products and services."

Even so, analyst Howard Sutton, author of the report, says the concept "isn't always easy to implement because of hardware and software requirements at both ends of the line. But the potential for saving time and money is enormous."

There's a personal factor that may give the concept a helpful nudge. Sutton quotes a marketing professor who observes "Lots of people would like to avoid dealing with salespeople. They think they know enough about the product so that they can be served by mechanical means. They simply want to replace the human effort with technology."

Database source a second career

With 30 years of computer marketing behind him, Bob McGrath is building a second career as a publisher and executive recruiter. McGrath became a publisher of sorts in 1971 when, upon ending a 16-year stint with IBM, he put out an *IBM Alumni Directory*. The booklet became so popular that he updated it twice a year while doing subsequent tours with microcomputer firms.

When he left Datapoint three years ago to form Bob McGrath & Co., Dallas, he went into executive recruiting because "The *Directory* put me in constant contact with the headhunters," he notes. Focussing on sales and marketing executives, McGrath began building a database

COMPUTER HIGHLIGHT

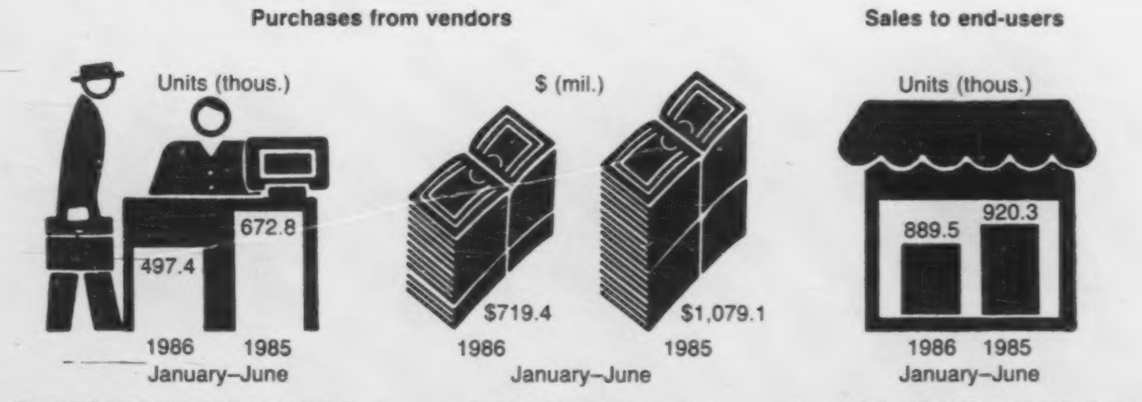
PCs at half-year: Still struggling

PC sales for the first half of 1986 indicate that the industry's long-awaited recovery won't occur until 1987. Unit sales by computer specialty stores for the January–June timeframe (829.5 thousand), slipped 3% below the comparable 1985 period, according to a survey of 300 outlets in InfoCorp's monthly *Retail Channel Tracking Service*.

However, orders placed by retailers plunged more sharply, according to IMS America's monthly *National Computer Retail Report*—off 26.1% for the first half, based on an audit of the purchasing invoices of 500 outlets. Dollar volume was off even more, a whopping 33.3%.

Even so, both research firms feel the worst of the slump is over. Howard Furer, research vice president of Cupertino, CA-based InfoCorp, expects second-half sales to end-users this year to hold even with the year-ago period. Retailer orders, on a cumulative six-month basis, edged up 2% in June after falling for several months, says Ronald Rehling, vice president of IMS America, Ambier, PA. Rehling notes that "The number may be small, but the shift in direction is significant."

Computer retailer PC business—from both ends



Source: IMS America, *National Computer Retail Report* ©Sales and Marketing Management Source: InfoCorp, *Retail Channel Tracking Service*

Significant Trends

Japan vs. America: Same goal, different tactics

If, as many believe, world marketing will be mainly a war between the Japanese and us, a preview of each side's likely tactics would be fascinating reading. The Japan Management Assn. has produced just such a study. It sent questionnaires to the senior executives, including chairmen and presidents, at 15 Japanese and 15 U.S. corporations, all of them winners of JMA's most recent Marketing Excellence awards. Forty-one of 62 American executives contacted responded; 61 of 89 Japanese did. The results show that marketing philosophies held by the respondents differ—sometimes remarkably so.

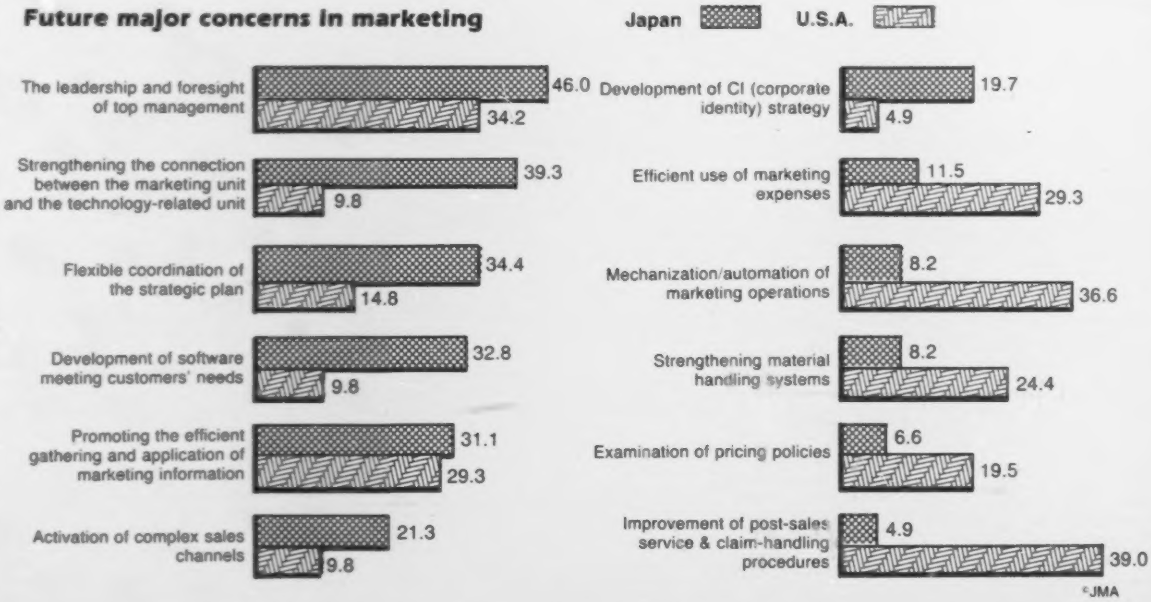
Example: The executives were asked to name the most important elements in their long-range strategic marketing operations from 1983 to 1985. Taking just 1985, 70.6% of the Japanese listed the establishment of innovative sales channels as their No. 1 concern, followed by the systematization of marketing information (60.6%), and the training and development of the marketing planning staff itself (49.1%). On the American side, training of first-line salespeople was deemed most important in long-range marketing by 63.4% of the respondents. The systematization of marketing data emerged as the No. 2 concern (53.7%), and the development of measurements for advertising and sales promotions No. 3 (46.3%). The Japanese gave short shrift to a number of areas their U.S. counterparts rated as significant; these include after-sales service, measuring ads' effectiveness, and physical distribution systems. Both sides' concern over the marketing planning staff's training last year was down from 1983's level—either they solved the problem or others became more troublesome.

The executives also were asked to cite "environmental" factors that have the greatest impact on corporate management. Technological innovation leads both sides' list, with 67.3% of the Japanese and 75.6% of the Americans naming it as their top factor last year. Respondents often agreed on the importance of other areas, such as shortened life cycles of products and slow growth of their principal products. The biggest difference between both sides last year was concern over foreign marketers selling in their domestic markets. Of the Americans, 56.1% called it significant worry—it was the second-highest concern named, in fact (foreign competition at home was cited as a major concern by 52.7% of the U.S. executives in 1984 but by only 23.5% in 1983, when JMA conducted its first survey). Only 3.3% of the Japanese felt threatened by outsiders doing business in Japan last year.

Looking to the future, the executives again are in agreement about the importance of some factors and often at odds about some others (see chart). Clearly, both sides are saying that they know what their tactics will be in order to win the race.

The companies that participated in the JMA survey were (American) IBM, Chrysler, Procter & Gamble, Coca-Cola, Pepsi, General Electric, Anheuser-Busch, 3M, General Motors, Eastman-Kodak, Xerox, Hewlett-Packard, General Foods, AT&T, NCR, and (Japanese) Toyota, Matsushita, NEC, Honda, Ajinomoto, Kao, Shiseido, Fuji, Minolta, Sony, Fijitsu, Hitachi, Kirin, Ricoh, and Nissan.

Future major concerns in marketing



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1986 Survey Of Buying Power Part II

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An exclusive S&MM feature
USA 2000
America's statistical future

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Section D: 24th Annual Survey Of Newspaper Markets

Section B: Merchandise Line Sales

Section E: 24th Annual Survey Of TV Markets

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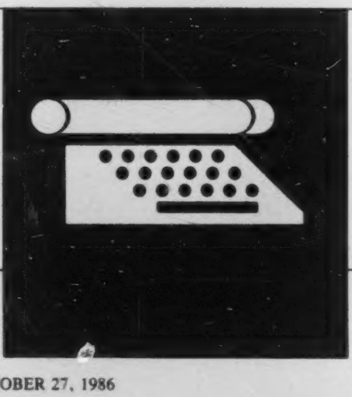
SECTION A

Sales and Marketing
MANAGEMENT

Editorial Features and Highlight Tables



Data in this Survey of Buying Power—Part II have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

USA

Demographic and socioeconomic changes are on the way that will radically alter the face of the average American consumer. For marketers, the time to start preparing for the 21st Century is right now.

By RICHARD KERN
Editorial Director
S&MM Surveys

According to the available data, Americans in the year 2000 should be slightly more numerous, slightly wealthier, more ethnically mixed, and quite a bit older than they are today. They will also have more leisure time, more technological advances, more job opportunities, and a greater number of personal services available to them than ever before.

These are some of the things we see as we make use of the past and present to educate ourselves about the future. Whether all of this can be translated into eventual marketing success depends on two things: the ultimate reliability of the data and the flexibility we're prepared to exercise when applying them to our own situations.

The numbers, by themselves, are sometimes less than perfect, as we will see, and relying on the data alone can keep us from seeing other possibilities, other solutions to the problems at hand. By examining the lessons of the past, however, we can move with greater assurance into the future, using this knowledge to create greater flexibility in our own plans—relying on our *understanding* of the data, rather than on the data alone.

A zero-growth future

As a point of illustration, an article entitled "America's Declining Growth—a New Merchandising Problem" examines the three biggest hurdles facing marketers in the future: a slowdown in overall population growth; a rise in the nation's median age; and a smaller average family size.

"For many decades," say the authors, "America has been a growing country. Today, we are approaching the end of population growth."

Naturally, in today's climate of declining fertility rates and the steady increase in the nation's median age, the spectre of zero growth looms as a very real possibility. But before you begin retooling your marketing plans to deal with such an eventuality, it should be pointed out that these predictions were not made last week, or even last month. They were made more than 50 years ago—in the pages of *Sales and Marketing Management*.

The July 1934 article mentioned above reviewed a report published by the Scripps Foundation for Research in Population Problems, which had forecast an end to population growth in this country by the mid-1960s, peaking at around 145 million people. This prediction was based on the most current data available at the time, data that showed the beginnings of a trend which, if carried to its logical statistical conclusion, would result in the aforementioned end to growth. This would occur, said the report, "unless some wholly unforeseen change in American life takes place during the next fifty years."

War and boom

The authors of the report didn't know it then, but there were a couple of these "unforeseen changes" just around the corner back in 1934, changes that would drastically alter the statistical landscape of America for the next 100 years. The first, the advent of World War II, caused huge demographic and economic changes in this country, but even these massive changes paled beside

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those brought on by the post-war phenomenon called the "baby boom." This child-bearing binge produced a blip in the American population profile so massive that this generation was immediately dubbed a "dream come true" by marketers, because of its huge size (75 million) and narrow focus (18 years). As the boomers moved from childhood to adolescence, they continued to recieve the first-class treatment from sellers of goods and services, and their considerable clout in the marketplace will continue to be with us well into the next century, as the members of this infamous generation move into their retirement years.

The fact that the baby boom came along and spoiled the Scripps Foundation's carefully prepared predictions doesn't mean that these predictions won't eventually come true, however. It seems that it's just taken a bit longer than they originally thought. New data from the Census Bureau is now projecting a further decline in population growth in this country, and one report even goes so far as to say that if there were no net immigration after July 1, 1982, "the U.S. population would grow to 258 million people in the year 2000, peak at 275 million people around 2030, and then proceed to decline to 248 million by 2080."

Interestingly enough, the difference between this prediction of zero growth and the prediction made in 1934 is that this time around it's precisely because of the baby boom—rather than in spite of it—that such forecasts are being made. In other words, the new cycle of growth that was created by this generation was really the only thing that kept the Scripps Foundation's original forecast of zero growth from coming true in the 1960s. Now, as the baby boom generation matures, those predictions are once again being trotted out, although this time they're softened by additional data indicating that immigration will keep America's population growth figures from eventually sliding into the red.

Risky business

The reason for all of this historical reflection is simply to point up the fact that forecasts and projections, while based on the seemingly solid data of the past and present, can take a long time to come true. Sometimes they don't come true at all. Even with all of today's fancy technology and the mountain of statistics produced by the Census Bureau and dozens of other private data firms, the art of long-range forecasting is still a relatively risky business.

In spite of this, marketers still raise questions as to what kind of nation we'll be in the future; and more specifically, what tomorrow's average American consumer will be like. The shift underway in this country's demographic and economic composition is already creating some unique challenges which require a careful re-evaluation of the kinds of goods and services we bring to the marketplace, and also in the methods used to sell them. The data currently available from the Census Bureau and from this issue of the *Survey of Buying Power—Part II* show the America of the future to be in many ways vastly different from what it is today.

The rest of this article will examine the demographic and economic changes we can expect to see, as we approach the beginning of the 21st Century.

THE PEOPLE

Any discussion of the future demographic makeup of America must begin, once again, with that all-too-familiar segment, the baby boom. The roughly 75 million people born between 1946 and 1964 currently account for more than one-third of the nation's population, and while they have always provided marketers with a neat age package, they also represent a continuously changing focus in terms of income and lifestyle because of the sheer size and scope of this group. Whatever happens demographically and socioeconomically in this country is very directly tied to this generation and the clout it represents.

MEDIAN AGE

The aging of the baby boom—whose oldest members are just beginning to enter their 40s—is having its most visible effect on the nation's median age, now charted at 31.9 years. By the year 2000, all members of the baby boom generation will be over age 35, lifting the median age in this country to 36.3 years, a figure that's expected to increase to over 40 by the year 2030.

POPULATION SIZE AND GROWTH

As for the population in general, the annual rate of growth in this country—currently charted by the Census Bureau at less than one percent—is at its lowest rate since the 1930s, and it's expected that such rates will continue well into the next century, with growth slipping below one-half-of-one-percent by the year 2000. This is a direct consequence of the narrowing gap between birth and death rates, which can in turn be tied to the phenomenon of lower birthrates for baby boom generation women of child-bearing age on the one hand, and to increases in the nation's elderly population on the other.

As the baby boomers move into old age and—by their sheer numbers alone—contribute to the rise in the death rate, immigrants will have to move in and take up the slack, providing the only real growth in the U.S. population, which is expected to increase to approximately 268 million by the year 2000.

Since it is projected that the death rate will overtake the birthrate before the middle of the next century (causing the rate of natural increase to become negative), it should again be stressed that if it were not for immigration, population growth in this country would most likely come to an end in about 50 years.

THE DEPENDENCY RATIO

Projected changes in the age structure of the population will also cause a dramatic shift in the overall ratio of dependents (children and elderly) to the working-age population, defined as those aged 18–64. The Census Bureau reports that the child portion of this dependency ratio will continue to decline from its high point in 1965 (when the ratio was 65.7 children per 100 working-age people) to 40.7 by the year 2000, the decline due primarily to the aforementioned fall in the birthrate. The elderly dependency ratio, now at an all-time high of around 19.4, will continue to rise through the next century, reaching a projected figure of 21.1 elderly dependents per 100 working-age people by the year 2000, and nearly doubling that figure by the year 2050. The implication here is very simple: fewer children to support on the one hand, and more elderly dependents on the other.

Once again, it's the baby boom that is for the most part responsible for this change, a change that will require new and different ways of dealing with elderly dependents through government, public, and private programs that were once taxed by these same people when they were children, back in the 1950s and early 1960s.

AGE DISTRIBUTION

Projections for individual age groups also reflect the overall aging trend affecting the population—with one notable exception. The population under age five, due primarily to the "echo boom" or "new" baby boom currently under way, will increase to around 19.2 million by 1990 and then taper off slightly, settling in at about 17.6 million by the year 2000. This decline is an indirect consequence of the maturation of the "baby bust" generation (1965–76), whose members will be in the midst of their prime child-bearing years (age 24–35) at the turn of the century. Their smaller numbers will be reflected in fewer births (projected at 3.5 million for the year 2000), the fewest since 1975, when births totalled just less than 3.2 million.

The population aged 5–13 years, which has been in a state of continuous decline since 1970, will begin to grow as the members of the "echo boom" (those born since 1977) move through the population life cycle, reaching a peak of approximately 34.7 million in the late 1990s and settling back to 34.4 million by the year 2000. This projection assumes that the current baby boom will last only another eight years at most, as the last remaining "original" baby boomers move into their 30s.

The high-school-aged population (those aged 14–17), after steadily increasing from 8.5 million in the early 1950s to more than 17 million by 1975, will continue to taper off to around 12.9 million by 1990 before returning to "a stable level of around 15 million" thereafter, reports the Census Bureau. Current projections for the year 2000 put this segment at 15.4 million.

The population aged 18–24, of primary importance to colleges, the military, and employers looking for entry-level job seekers, reached an all-time high of around 30.4 million back in 1982, as the last members of the original baby boom generation reached age 18. Projections for the year 1995 show a decline of nearly 6.7 million people, shrinking this segment to around 23.7 million before rebounding slightly to 24.6 million by the year 2000. Barring an unforseen continuation of the current baby boom, this segment will continue to rise slightly to 27.6 million before beginning yet another decline after the year 2010, remaining at around 25 million through the rest of the next century.

The next three age-group segments, those aged 25–34, 35–44, and 45–64, all show similar patterns of boom and bust, as the original baby boom generation moves through their ranks. As described by a recent Census Bureau report, "each group would first increase as the baby boom generation swells its size, then decline sharply with the subsequent replacement of this group by the smaller birth cohorts of the 1970s." Of the three age segments, only the 35- to-44-year-old group is projected to peak in the year 2000, growing from 32 million currently to 43.7 million at the turn of the century. On the other hand, the 25- to-34-year-old group, having reached its projected peak of 43.5 million around 1990, will have already begun to decline to a level of about 36.4 million, with the 45-to-64-year-old segment scheduled to top out at 77.8 million in 2010.

THE RETIREMENT-AGE, OLDER, AND ELDERLY POPULATIONS

In the past few years, the amount of press afforded the "Graying of America" has been nothing short of phenomenal. It has been the subject of countless Census Bureau reports, business seminars, workshops, and has been given cover-story status in virtually every major consumer and business publication in the country. By now, most of us are well aware that we are living in an "aging" nation, a trend that will continue well into the next century.

But what about the specifics? The term "elderly," as it is used by the Census Bureau, currently covers anyone and everyone over the age of 65. The problem is, there are now at least three markedly different groups within this one segment, groups so different in age, lifestyle, and income, that we must necessarily develop some new terminology to deal with this highly fragmented and rapidly growing market.

For this group as a whole, the growth projections are quite impressive. In 1980, those aged 65 and over numbered roughly 25.7 million, or 11.3% of the total population. By 1990, this figure will grow to 31.7 million and will comprise 12.7% of all Americans, and by the year 2000, the 65+ population will increase to 34.9 million, a gain of just more than 9 million people in 20 years. This, however, is just the beginning.

By the time the last members of the baby boom generation reach retirement age in 2030, this segment will have expanded to a staggering 64.6 million people, more than 21% of the projected population of just more than 304 million, before reaching an all-time high of 73 million in the year 2080.

One reason this segment is projected to continue growing long after the last of the baby boomers have come and gone has to do with the dramatic increase in the average life expectancy in the U.S. In this century alone, life expectancy has risen from below 50 years to well over 70, with that figure increasing each year. This being the case, those people entering retirement in the year 2000 may well face an entirely new kind of problem: they may have to find some way to take care of their parents, many of whom will only be in their 80s, an age segment that is currently growing faster than any other.

Since 1960, when the age-85-and-over population numbered just 940,000, their numbers have increased by slightly less than 2 million, a staggering 287% jump in the last 25 years alone. Coupled with this is the fact that this segment is projected to grow to more than 4.9 million by the year 2000 and will more than triple again by the year 2050, to reach a projected total of 16 million former baby boomers.

Similarly, the population over age 100 has seen an increase of 12,000 people in just the last five years alone, from 25,000 to 37,000, with projections showing further increases to 108,000 by the year 2000, an overall increase of 992,000 between 1985 and 2050, bringing the total of centenarians in the U.S. to just more than 1 million.

RACE DISTRIBUTION

Aside from noting the well-documented gains recorded in recent years by the Hispanic and Asian populations in the U.S., projections for individual racial and ethnic groups are not broken out in current Census Bureau statistics. As far as overall growth figures are concerned, these groups, lumped together under the Black-and-other-races category, show continued expansion during the next 100 years, growing to around 45.3 million by the year 2000, comprising 16.9% of the total projected population of 267.9 million. In 1980, this segment comprised just 14.1% of the entire population, with projections for the years 2030 and 2080 showing them reaching 20.7% and 25.5%, respectively.

Reflecting the growth in racial and ethnic segments apart from the Black population, the Bureau reports that Blacks will constitute an increasingly smaller portion of this category as a whole, declining from 89.7% in 1970 to 78.9% by the year 2000, and further declining to 70.4% by 2080. This will occur, according to the Bureau, "in spite of the fact that Black fertility is assumed to be considerably above that of other races." The relatively high net immigration rates of races other than Black or White is a contributing factor to this decline.

The White population, for its part, will experience a considerably slower rate of growth, increasing by just 13.8% between 1980 and 2000, while the Black-and-other-races segment grows by 41.3%. This will contribute to a more racially and ethnically mixed U.S. population by the turn of the century, a point that should be of particular interest to marketers who sell to any of these individual groups.

HOUSEHOLDS

In 1985, the average household size in the U.S. was 2.69 people. This figure has been declining steadily since 1970 when there were 3.14 persons per household, and the decline is projected to continue, falling to 2.48 persons per household by the year 2000.

In terms of composition, families (which in 1985 made up 72.3% of all households), will decline to 68.2% of the total by the year 2000, even though the number of family households will increase by 15.3%, a gain of roughly 10 million units. Married-couple households, projected to increase by 11.8% overall—from 50.3 million currently to 56.3 million by the year 2000—will also decline in their share of all households, from 58% to 53.1% by the turn of the century. With the exception of these two categories, all other household types are projected to post increases in their share of total households, including male- and female-headed family households as well as nonfamily households.

Families headed by women will increase not only in sheer numbers (from 10.1 million to 12.7 million, a 25.4% jump), but also in their share of all households, from 11.7% currently to 12% by the year 2000. The same is true for male-headed family households, although their share of all households will continue to remain small, rising from 2.6% in 1985 to 3.1% by the year 2000. In terms of overall growth, however, male-headed family households will post a 47.3% gain, the largest of any family household category.

Nonfamily households, defined by the Census Bureau as "a person maintaining a household while living alone or with persons to whom they are not related," will experience large gains overall, rising 39.7%, from 24.1 million to 33.6 million by the year 2000. Again, male householders in this category will grow faster than their female counterparts, gaining 5.3 million units, a 52.7% increase.

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THE ECONOMY

Unlike statistics that show the future demographic makeup of the nation, economic projections are not quite as easy to come by. The volatile nature of the American economic situation in recent years has caused most forecasters to become more conservative in their prognostications, and many refuse to speculate on anything more distant than next year's inflation rate.

It is difficult, therefore, to come up with the same kind of in-depth projections as those available for people and households, although we can address some of the more general issues facing marketers of goods and services, things such as America's changing economic focus, short-range income and retail sales projections, and the effect that some of the aforementioned demographic changes will have on the labor and housing markets.

MANUFACTURING VS. SERVICES

The miles of press that have been generated concerning the metamorphosis of the nation's economy from manufacturing to services can be boiled down to one simple statement: America's economy *is* changing. In fact, this is not such a new phenomenon, since employment in service-producing industries has exceeded that of manufacturing for more than 40 years now.

In his book *Beyond Industrialization*, author Ronald Shelp cites data from the Bureau of Labor Statistics estimating that by 1990, a full 71% of the U.S. workforce will be employed in service industries. This is not to say that America's manufacturing sector will soon become extinct, but the growth in Third World economic might, based for the most part on cheap labor, will continue to displace capital-intensive industries here at home, creating the necessity for more hi-tech and service industry expansion to take up the slack. In its *1986 U.S. Industrial Outlook*, the Commerce Department provides the following assessment of the current—and future—situation: "Domestically, gains in the hi-tech sectors have exceeded losses in the smokestack industries by a comfortable margin. Hi-tech industries con-

SURVEY HIGHLIGHT

The top 50 metro markets in 1990

Rank 1990	Metro Market	Projected 1990 Pop. (Thous.)	Projected % Change 1985–90
1.	Los Angeles-Long Beach	8,634.9	+ 6.7%
2.	New York	8,570.2	+ 1.6
3.	Chicago	6,173.2	+ 0.8
4.	Philadelphia	4,880.7	+ 1.5
5.	Detroit	4,353.6	− 0.2
6.	Boston-Lawrence-Salem-Lowell-Brockton	3,738.0	+ 0.9
7.	Washington, DC	3,706.7	+ 6.1
8.	Houston	3,637.0	+13.3
9.	Nassau-Suffolk, NY	2,787.2	+ 3.2
10.	Atlanta	2,746.2	+11.6
11.	Dallas	2,610.6	+13.7
12.	St. Louis	2,437.9	+ 0.9
13.	San Diego	2,395.1	+11.9
14.	Baltimore	2,367.8	+ 3.3
15.	Minneapolis-St. Paul	2,357.5	+ 4.6
16.	Anaheim-Santa Ana, CA	2,292.3	+ 7.9
17.	Riverside-San Bernardino, CA	2,196.5	+15.8
18.	Pittsburgh	2,142.7	− 1.7
19.	Phoenix	2,135.5	+16.0
20.	Tampa-St. Petersburg-Clearwater, FL	2,091.8	+11.9
21.	Oakland, CA	2,022.0	+ 6.2
22.	Miami-Hialeah	1,902.5	+ 7.4
23.	Newark, NJ	1,881.1	N.C.
24.	Cleveland	1,845.3	− 1.5
25.	Denver	1,822.9	+11.5
26.	Seattle	1,819.0	+ 5.6
27.	San Francisco	1,617.2	+ 3.9
28.	Kansas City, MO-KS	1,546.8	+ 3.3%
29.	San Jose, CA	1,483.8	+ 6.5
30.	New Orleans	1,428.1	+ 5.9
31.	Sacramento, CA	1,414.8	+11.7
32.	Cincinnati	1,404.8	− 0.1
33.	Milwaukee	1,399.7	− 0.1
34.	Norfolk-Virginia Beach-Newport News	1,379.6	+ 7.1
35.	Fort Worth-Arlington, TX	1,362.7	+15.9
36.	San Antonio, TX	1,332.6	+10.2
37.	Columbus, OH	1,325.1	+ 2.8
38.	Bergen-Passaic, NJ	1,292.2	− 0.1
39.	Fort Lauderdale-Hollywood-Pompano Beach, FL	1,283.9	+10.8
40.	Indianapolis	1,241.2	+ 2.7
41.	Portland, OR	1,180.6	+ 2.7
42.	Salt Lake City-Ogden, UT	1,159.4	+11.0
43.	Charlotte-Gastonia-Rock Hill, NC-SC	1,116.1	+ 6.4
44.	Oklahoma City, OK	1,096.5	+11.4
45.	Hartford-New Britain-Middletown-Bristol, CT	1,095.7	+ 1.9
46.	Monmouth-Ocean, NJ	1,028.3	+ 8.7
47.	Rochester, NY	1,027.0	+ 2.6
48.	Orlando, FL	1,010.4	+16.9
49.	Louisville, KY	978.0	+ 0.7
50.	Middlesex-Somerset-Hunterdon, NJ	974.1	+ 4.3

Notes: **N.C.**—No Change, indicating that the percentage of change is less than 0.1% plus or minus between 1985 and 1990.
Source: Sales and Marketing Management's *1986 Survey of Buying Power—Part II*
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tinue to expand, with employment growing steadily. In contrast, serious structural and regional unemployment still exists in the smokestack sectors and may continue for several years."

This current obsession with a service-based economy has some people rightfully concerned that America might turn its back on heavy manufacturing, embracing services as a quick-fix solution to the larger problem—a shift in the world's economic focus. The plain truth is, America is no longer the center of cheap labor and raw materials it was at the turn of the century. The maturation of this nation's economy, from agricultural giant to industrial giant, is now entering a new phase in which heavy manufacturing takes a back seat to "clean" industries and services.

This doesn't necessarily mean that we are going to become a nation of paper pushers and burger baggers, and it would be a mistake to assume that manufacturing in this country is dead or even dying. The backlash of this current obsession with services has already produced a careful re-evaluation of the kinds of manufacturing best suited to take advantage of the changes in the domestic economy. For example, in California, a state noted primarily

SURVEY HIGHLIGHT

Metro market outlook through 1990

Category	1990 Projection	% Change 1985–90
POPULATION (Thous.)		
U.S. Total	**253,027.0**	**5.06%**
Metro	193,575.5	5.29
Nonmetro	59,451.5	4.32
HOUSEHOLDS (Thous.)		
U.S. Total	**94,773.8**	**7.20%**
Metro	73,011.1	7.51
Nonmetro	21,762.7	6.18
EFFECTIVE BUYING INCOME ($000)		
U.S. Total	**$4,226,154,002**	**50.92%**
Metro	3,450,966,907	51.52
Nonmetro	775,187,195	48.28
AVERAGE HOUSEHOLD EBI		
U.S. Average	**$44,592**	**40.78%**
Metro	47,266	40.94
Nonmetro	N.A.	N.A.
TOTAL RETAIL SALES ($000)		
U.S. Average	**$2,086,383,490**	**49.53%**
Metro	1,707,373,364	50.29
Nonmetro	379,010,126	46.21
PER HOUSEHOLD RETAIL SALES		
U.S. Average	**$22,014**	**39.49%**
Metro	23,385	39.79
Nonmetro	N.A.	N.A.
BUYING POWER INDEX (BPI)		
U.S. Total	**100.0000**	—
Metro	80.6799	+0.40%
Nonmetro	19.3201	−1.66

Notes: **N.A.**—Not Applicable. The **Buying Power Index (BPI)** is a weighted index that combines population, Effective Buying Income, and retail sales, expressing it as a percentage, which indicates a market's ability to buy. All BPI figures are expressed as a percentage of the U.S. total (100.0000). **Effective Buying Income (EBI)** and **Retail sales** projections are expressed in current dollars. The 1990 projections apply to the 317 S&MM metro markets as currently defined by the Office of Management and Budget, Washington, DC.
Source: Sales and Marketing Management's *1986 Survey of Buying Power—Part II*
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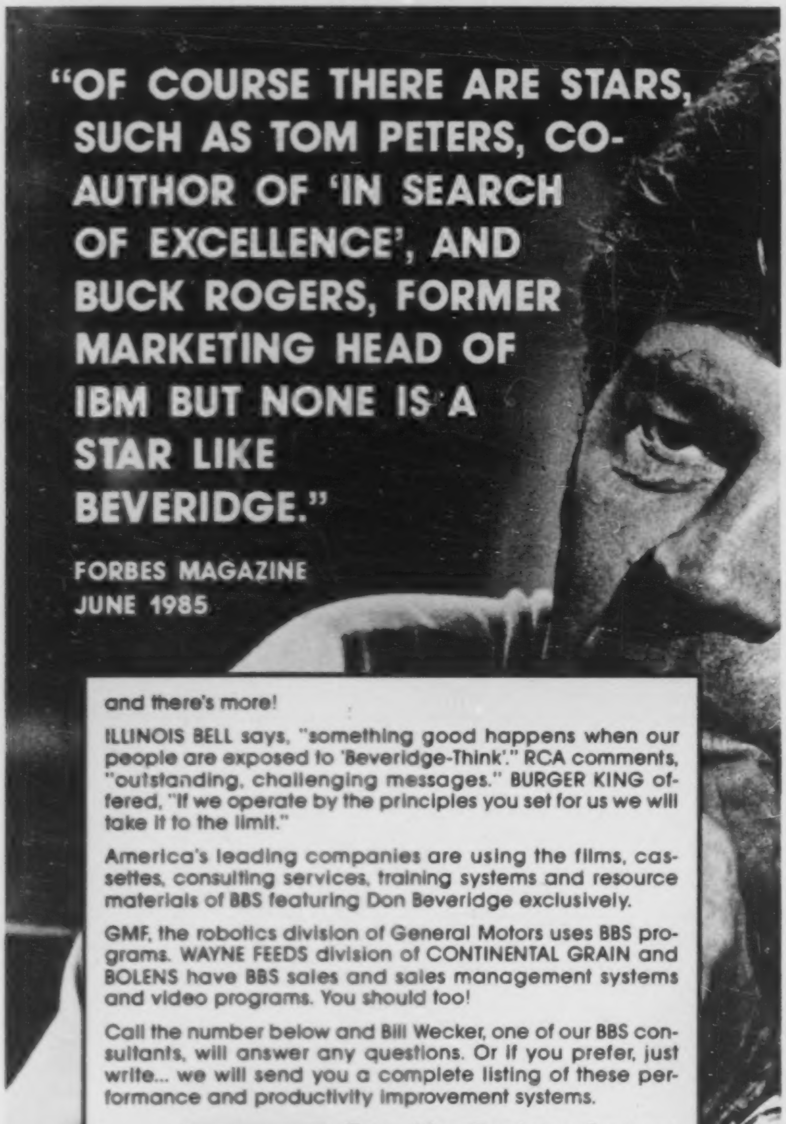
for its agricultural and hi-tech output, marketing plans for the future now include heavy emphasis on the development of manufacturing industries such as steel fabrication and automaking. Christy Campbell Walters, director of the California Commerce Department, shares the state's philosophy on the future of heavy industry: "If you look back about 100 years," she says, "less than 50 percent of all jobs were agriculture-related. Now it's down less than 2 percent. but we've been able to produce more and more, particularly in California, and that's what has made us grow. Manufacturing is going to see that same kind of decline in employment, but with an increase in productivity much the same as agriculture has experienced, and that is where it would be misleading to think that we can ignore manufacturing."

INCOME AND RETAIL SALES

Projections of Effective Buying Income (after-tax income) from this issue of the *Survey of Buying Power —Part II* show five-year increases of between 40% and 60% for individual states, with an average U.S. gain of 50.9% by 1990. Stated in current dollars, total U.S. buying power should by then reach $4.2 trillion, compared with $1.8 trillion in 1980. States with the highest projected rates of increase in total EBI include Nevada (67.6%); Alaska (65.0%); Utah (61.5%); Arizona (61.4%); Colorado (60.2%); and Wyoming (60%). The only exception to this domination by Mountain Region states is Florida, where total EBI is expected to increase by 60.8% between 1985 and 1990.

States with the highest average household EBIs in 1990 show a much different geographic spread, reflecting the higher cost of living in states like Alaska and Hawaii, which will have household EBIs of $55,451 and $53,012, respectively. All other states with figures above the $50,000 mark are located on the nation's East Coast, with Connecticut leading the pack at $59,006; followed by New Jersey ($55,039); the District of Columbia ($53,373); and Massachusetts ($50,789). In terms of the percentage of increase in average household EBI over the next five years, the biggest gainers are projected to be Oregon (+51%); West Virginia (+48.8%); and Kentucky (+48.1%), all charting well above the average U.S. increase of 40.8%. On the down side, Alaska's comparatively slight increase of 31% and New York's 36.1% may cause marketers who deal with these states to downtrend their own growth projections accordingly.

Retail sales expenditures in the U.S. are expected to rise by 49.5% to around $2.1 trillion in 1990, accounting for slightly more than 49%



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of available income. States where retail sales are projected to rise the most over the next five year period include Alaska (67.7%); Nevada (64.6%); Florida (58.7%); Arizona (57.3%); and Wyoming (57.2%), followed by Colorado, New Hampshire, Hawaii, and New Mexico. Retail sales per household figures will remain highest in Alaska ($31,308); New Hampshire ($29,498); Hawaii ($28,139); Massachusetts ($27,407); Wyoming ($27,404); Delaware ($26,983); Connecticut ($26,787); and Nevada ($26,727) due once again to higher cost of living figures that translate into higher prices for retail goods. Possible exceptions to this rule are New Hampshire and Delaware, where liberal tax structures may contribute to high levels of nonresident purchasing which, when coupled with these states' smaller household totals, produces some artificial inflation in these numbers. Retail sales per household in the U.S. overall will average $22,014 in 1990.

EMPLOYMENT AND HOUSING

Perhaps the biggest economic story of the year 2000 will concern America's attempts to deal with an expected overabundance of jobs and housing brought on by the maturation of the baby bust generation, those born between 1965 and 1976.

The tremendous strain placed on the labor and housing markets by the members of the baby boom produced certain fundamental changes in these markets, especially where entry-level jobs and first homes are concerned. These two areas, typically the domain of those aged 18–34, should experience severe surpluses beginning around 1995, when the bulk of the baby bust generation will be in its 20s. Since the job market has expanded considerably in recent years to accommodate the huge number of employment-seeking baby boomers out there, the members of the baby bust may find employers actually competing for their services in order to fill positions. This should help to lower unemployment figures, as well as provide a boost to the average wage.

This same kind of surplus situation is also expected to occur in the housing market, which is currently

SURVEY HIGHLIGHT

Metros with the highest household incomes in 1990: Suburban metros continue strong

1990 Rank	Metro Market	1990 Average Household EBI	% Increase 1985–90
1.	Bridgeport-Stamford-Norwalk-Danbury, CT	$71,628	41.19%
2.	Nassau-Suffolk, NY	67,595	39.39
3.	Lake County, IL	66,111	43.15
4.	Grand Forks, ND	63,231	50.59
5.	Washington, DC	62,273	41.85
6.	Middlesex-Somerset-Hunterdon, NJ	61,302	39.79
7.	San Jose, CA	61,249	39.49
8.	Bergen-Passaic, NJ	61,196	40.85
9.	Midland, TX	58,613	40.03
10.	Newark, NJ	58,446	41.42
11.	Anaheim-Santa Ana, CA	57,562	37.65
12.	Oxnard-Ventura, CA	56,826	39.67
13.	Trenton, NJ	56,513	40.98
14.	Honolulu	56,425	41.91
15.	San Francisco	56,242	39.43
16.	New London-Norwich, CT	56,034	42.15
17.	Minneapolis-St. Paul	55,662	47.95
18.	Anchorage	55,646	28.23
19.	Monmouth-Ocean, NJ	55,514	41.67
20.	Wichita, KS	55,476	45.62
21.	Kenosha, WI	55,294	52.49
22.	Lincoln, NE	54,897	51.11
23.	Boston-Lawrence-Salem-Lowell-Brockton	54,895	40.64
24.	New Haven-Waterbury-Meriden, CT	54,743	41.51
25.	Manchester-Nashua, NH	54,723	43.79
26.	Hartford-New Britain-Middletown-Bristol, CT	$54,722	38.82%
27.	Brazoria, TX	54,441	39.07
28.	Ann Arbor, MI	53,935	47.65
29.	Kalamazoo, MI	53,871	54.74
30.	Omaha, NE	53,475	50.18
31.	Oakland, CA	53,430	38.75
32.	Grand Rapids, MI	53,258	54.67
33.	Jackson, MI	52,989	55.57
34.	Wilmington, DE	52,953	44.17
35.	Seattle	52,753	47.54
36.	Chicago	52,750	44.60
37.	Richland-Kennewick-Pasco, WA	52,660	47.85
38.	Bloomington-Normal, IL	52,434	47.48
39.	Topeka, KS	52,389	45.15
40.	Dallas	52,229	40.90
41.	Poughkeepsie, NY	52,218	36.33
42.	Portsmouth-Dover-Rochester, NH	52,208	43.27
43.	Rochester, MN	52,181	46.95
44.	Lansing-East Lansing, MI	51,549	49.55
45.	Peoria, IL	51,423	43.90
46.	Santa Barbara-Santa Maria-Lompoc, CA	51,368	38.64
47.	San Diego	51,076	39.28
48.	Aurora-Elgin, IL	50,980	37.59
49.	Kansas City, MO-KS	50,815	43.82
50.	Santa Fe, NM	50,648	47.51
	U.S. Average	**$44,592**	**40.78%**

Notes: **EBI**, or Effective Buying Income, is roughly equivalent to after-tax or disposable income as reported by the Census Bureau. A more complete definition of EBI can be found at the beginning of Section C on page 60.
Source: Sales and Marketing Management's *1986 Survey of Buying Power—Part II*
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experiencing something of a boom. The 75 million post-war babies have created a demand for apartments, homes, condos, and co-ops unequalled in this nation's recent past. This current building and occupancy frenzy should last no more than another 10 years, however, before the baby bust creates a buyer's market in first-home purchases.

Colleges and universities in this country are already experiencing the baby bust phenomenon, with the number of 18-to-24-year-olds falling 5% since 1980 alone. By 1990, this segment is projected to decrease from 13.3% of the population to 10.3%, falling to 9.2% by the year 2000. This adds up to an overall decline of 5.7 million 18-to-24-year-olds in the 20 years between 1980 and 2000, a factor that will also cause recruitment problems for the nation's armed forces, the other beneficiary of a large young adult population. In addition, the 25-to-34-year-old segment will also experience a marked decline, from 41.8 million currently to 36.4 million by the turn of the century, a loss of 5.4 million people.

What this means for the nation's employment situation is that new and different ways will have to be found to deal with these shortages, especially when the first of the baby boomers reach the mandatory retirement age, beginning around 2010. A recent article in *American Demographics* reported that some experts are already advocating that the trend toward early retirement be reversed in order to keep workers in the labor pool longer and alleviate pressures on the Social Security system. As far as dealing with the demand for more workers in the coming years, the authors say that advances in technology and automation may lessen this demand. Whatever the eventual solution, it will take equal measures of both retirees and immigrants to take up the slack in tomorrow's labor market, reversing the notion that industries such as food-service, tourism, and hospitality are strictly the domain of teens and college students. This will constitute the most fundamental change in the nation's current economic structure.

SBP-II: Addressing the alternative geographies

The geographic boundaries assigned to this nation's urban, suburban, and rural areas provide a uniform system by which marketers can identify a city, county, or metro area for purposes of constructing their marketing plans, designing sales territories, or isolating the individual components of a larger market area. Without such a system, the facts and figures collected and published by the Census Bureau and others would mean very little.

Using the county as the basic geographic building block, the government's metropolitan area system allows us to make comparisons of markets (which are actually groups of counties). Their relative size, buying power, and spending habits can be more easily charted against this kind of framework. It is also a very flexible system that allows the geopolitical boundaries that counties supply to be reshuffled, as populations shift and cities spread, causing changes in the degree of urbanization in a given area. But what about markets that don't necessarily conform to the precise lines that county outlines provide? In today's marketing climate, the more nebulous reach of broadcast signals or print media coverage presents marketers with a different kind of problem. How then do we deal with these less well-defined boundaries?

In order to properly address these alternative geographies and their statistics, S&MM created its *Survey of Buying Power—Part II* in 1973. In addition to data on ADIs and newspaper markets, the *Survey* provides a five-year projection of population, households, income, and retail sales for all of the nation's metros and metro counties, as well as rankings on individual merchandise line sales, and—since 1983—a profile of zip code data available from Bill Communications' Market Statistics Div.

In the following pages, an explanation of each of the *SBP-II*'s data sections tells you a little more about the specialized applications of these statistics, as well as how to use them to your ultimate advantage.

Section B: Merchandise Line Sales

The *SBP-II*'s merchandise line sales data, which are current estimates of metro market expenditures in seven

SURVEY HIGHLIGHTS

Tomorrow's fastest-growing markets:

Growth? Try Texas and Florida

Rank	Metro Market	Projected % Growth 1985–90	Projected 1990 Pop. (Thous.)
1.	Anchorage	25.0%	296.3
2.	Midland, TX	24.4	139.7
3.	Naples, FL	23.5	145.6
3.	Ocala, FL	23.5	206.6
5.	Fort Pierce, FL	21.5	244.1
6.	Austin, TX	20.8	833.9
7.	Fort Myers-Cape Coral, FL	20.3	321.9
8.	West Palm Beach-Boca Raton-Delray Beach, FL	18.4	864.6
9.	Melbourne-Titusville-Palm Bay, FL	18.3	408.1
10.	Orlando, FL	16.9	1,010.4
11.	Merced, CA	16.4	190.0
12.	McAllen-Edinburg-Mission, TX	16.2	402.1
13.	Phoenix	16.0	2,135.5
14.	Fort Worth-Arlington, TX	15.9	1,362.7
15.	Riverside-San Bernardino, CA	15.8	2,196.5
16.	Las Cruces, NM	15.6	134.0
16.	Odessa, TX	15.6	162.0
18.	Brazoria, TX	15.5	236.4
18.	Fort Walton Beach, FL	15.5	154.2
18.	Sarasota, FL	15.5	286.1
21.	Bryan-College Station, TX	15.0	129.6
21.	Daytona Beach, FL	15.0	361.0
23.	Fort Collins-Loveland, CO	14.8	204.8
24.	Laredo, TX	14.7	135.9
25.	Las Vegas, NV	14.6	635.3

Tomorrow's negative-growth markets:

Mansfield off, Duluth on

Rank	Metro Market	Projected % Loss 1985–90	Projected 1990 Pop. (Thous.)
1.	Anderson, IN	−5.5%	125.1
2.	Steubenville-Weirton, OH-WV	−4.2	149.9
3.	Niagara Falls, NY	−3.6	210.7
4.	Duluth, MN	−3.4	249.4
4.	Benton Harbor, MI	−3.4	160.3
6.	Youngstown-Warren, OH	−3.3	499.4
6.	Eugene-Springfield, OR	−3.3	259.1
8.	Muncie, IN	−3.0	121.0
8.	Buffalo	−3.0	953.6
10.	Flint, MI	−2.8	427.5
11.	Jackson, MI	−2.7	144.0
12.	Elmira, NY	−2.5	93.3
12.	Beaver County, PA	−2.5	194.9
12.	Battle Creek, MI	−2.5	134.7
15.	Terre Haute, IN	−2.4	131.0
15.	Pine Bluff, AR	−2.4	87.8
15.	Dubuque, IA	−2.4	89.9
18.	Wheeling, WV	−2.1	178.1
18.	Akron, OH	−2.1	634.7
20.	Cumberland, MD	−1.9	103.8
21.	Dayton-Springfield, OH	−1.8	910.7
22.	St. Joseph, MO	−1.7	85.2
22.	Pittsburgh	−1.7	2,142.7
24.	South Bend-Mishawaka, IN	−1.6	234.9
25.	Saginaw-Bay City-Midland, MI	−1.5	410.5
25.	Pittsfield, MA	−1.5	141.0
25.	Cleveland	−1.5	1,845.3

Source: Sales and Marketing Management's 1986 *Survey of Buying Power—Part II*

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specific product categories, help marketers to refine their strategies with information on their particular product market. The metro area rankings, when used in conjunction with the retail sales statistics from the *Survey of Buying Power* (July 28), will show a product's market share, and give marketers a more accurate fix for estimating potential sales on the local level.

When one considers the extent to which retailers practice cross-market merchandising these days, sales data for large store groups can sometimes prove to be misleading. In other words, the store type is not necessarily confined to the product category associated with it. For example, food store sales include much more than just groceries. The difference between statistics for retail store groups (Food Stores) and merchandise line categories (Groceries) should be understood by marketers when establishing quotas and allocating sales support. Otherwise, any incorrect assumptions could lead to unfair quotas and misdirected advertising expenditures.

Section C: Metro Market Projections

Changes in a market's demographic and socioeconomic makeup are of primary importance to marketers, since short-term gains, however profitable, cannot be considered productive if they are made at the expense of a solid, long-term marketing plan. To assist planners in formulating a sound strategy, the *SBP-II* provides five-year metro market projections that can be used to pinpoint those markets with the most growth potential, as well as uncover those areas that will experience little or no growth.

As the single-most important indicator of a market's buying power, Effective Buying Income (EBI) levels are always watched closely by marketers when comparing different markets. Household EBI data are often used by market planners when strengthening the sales force in areas with increased potential. Of course, regardless of a market's so-called level of affluence, the great equalizing factor in the marketer's analysis of a potential growth area is the market's size, with the number of potential customers being a major concern. Territories have consistently been organized around such considerations, and an attempt should always be made to keep such uniformity intact when examining projections for shifts in market concentration.

By examining retail sales totals for metro areas—the third variable in the *SPB-II*'s projections—and converting them to a precentage of total EBI, planners can analyze the degree to which consumers in different areas are spending their available income. An area's expenditure ratio can be determinant for the amount of market support it will receive.

Section D: Newspaper Markets

Cost and coverage questions are of primary importance when it comes

ADVERTISMENT

SUSPICIONS
CONFIRMED
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STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION (Act of Aug. 12, 1970; Section 3685, Title 39, United States Code) of S&MM-SALES AND MARKETING MANAGEMENT, published monthly, except in February, April, July, and October, when it is published twice a month at its general business and publication office 633 Third Avenue, New York, NY 10164-0563 for September 17, 1986.

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The owner is: Bill Communications, Inc., 633 Third Avenue, New York, NY 10164-0563. The names of stock-holders owning or holding one percent or more of the total amount of stock are: Revocable Trust John W. Hartman U/A 10/3/85, Morgan T. Browne, Donald Karas, Bernard Kovach, Irwin Levine, Kenneth Reiss, John Fragale, Bill Communications, Inc., Profit-Sharing and Stock Trust, 633 Third Avenue, New York, NY 10164-0563.

Known bondholders, mortgages, and other security holders owning or holding 1% or more of total amount of bonds, mortgages or other securities: None.

	Average No. Copies Each Issue During Preceding 12 Months	Actual No. Copies Single Issues Nearest To Filing Date
A. Total no. copies printed:	62,009	63,950
B. Paid circulation:		
1. Sales through dealers and carriers, street vendors, and counter sales:	205	0
2. Mail subscriptions:	51,983	50,624
C. Total paid circulation:	52,188	50,624
D. Free distribution (including samples) by mail, carrier, or other means:	3,735	4,130
E. Total distribution (sum of C and D)	55,923	54,754
F. Copies not distributed:		
1. Office use, leftover, unaccounted, spoiled after printing:	6,086	9,196
2. Return from News Agents:	0	0
G. Total (sum of E, F1, and F2 should equal net press run shown in A):	62,009	63,950

I certify that the above statements made by me are correct and complete.

LYNN BUSHELL
Fulfillment Manager

to allocating newspaper advertising for market support in a targeted area.

Too often, marketers ignore data on channels of distribution and concentrate instead on the number of households, the traditional technique for ranking markets for media exposure. For most products, the distribution channel is the retail outlet that handles that particular merchandise line. By analyzing the strength of a market's retail sales for a given store group, the effectiveness of newspaper ads, direct mailings, couponing, etc. can be calculated before a marketer ever commits his advertising dollars.

Section E:
TV Markets

In the 1983 *SBP-II*, the Survey of TV Markets section was reorganized to make it more useful to media marketers in allocating their advertising dollars. Information on audience demographics, such as total population, households, and

SURVEY HIGHLIGHT

The rise and fall of metro buying power: 1990 BPI projections for the top 25 metros

Metro	1985 BPI	1990 BPI	% Change
Los Angeles-Long Beach	3.6083	3.5772	– 0.87%
New York	3.5298	3.3581	– 5.11
Chicago	2.7327	2.6790	– 2.00
Philadelphia	2.0684	2.0413	– 1.33
Detroit	1.8924	1.8062	– 4.77
Boston-Lawrence-Salem-Lowell-Brockton	1.8604	1.7974	– 3.50
Washington, DC	1.8447	1.8776	+ 1.78
Houston	1.4943	1.5375	+ 2.89
Nassau-Suffolk, NY	1.3985	1.3724	– 1.90
Atlanta	1.1377	1.2094	+ 6.30
Dallas	1.1108	1.1852	+ 6.70
Minneapolis-St. Paul	1.1019	1.1362	+ 3.11
Anaheim-Santa Ana, CA	1.0702	1.0818	+ 1.08
St. Louis	1.0627	1.0280	– 3.37
San Diego	.9764	1.0439	+ 6.91
Baltimore	.9691	.9457	– 2.47
Oakland	.9367	.9430	+ 0.67
Newark	.8970	.8605	– 4.24
San Francisco	.8957	.8834	– 1.39
Pittsburgh	.8850	.8039	–10.09
Cleveland	.8269	.7795	– 6.08
Seattle	.8259	.8601	+ 4.14
Phoenix	.7974	.8789	+10.22
Tampa-St. Petersburg-Clearwater, FL	.7945	.8510	+7.11
Denver	.7907	.8421	+6.50

Source: Sales and Marketing Management's *1986 Survey of Buying Power—Part II*
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Black population, was retained, along with EBI and total retail sales statistics. New categories now include Hispanic population and breakouts of total population by six different age groups.

Since TV is the favored medium of national advertisers, the accuracy with which markets and market segments are pinpointed has become a critical element of marketing planning. Also, TV's higher costs—compared with other forms of media—make it even more important that the targeted markets offer the highest possible return on investment.

In the case of the 18- to 34-year-old viewing audience, for instance, locating markets with a high percentage of people in this age bracket can assist marketers who are looking to sell to the baby boom segment of the population. By isolating those markets that exceed a pre-set ratio of 18 to 34 year olds, the effectiveness of a TV ad campaign can be increased, and the advertising budget more efficiently allocated to those markets.

Section F: Zip Code Markets

If a marketer has a need to go beyond the metro or county level in terms of information gathering, zip code areas provide a geographic measurement that allows him to more specifically target those markets that fit his customer profile. In essence, the smaller the area, the more uniformity among customers and prospects.

The zip coding of the 1980 Census of Population and Housing, financed by a group of private data-gathering organizations that included Bill Communications' Market Statistics Div., gives marketers a set of statistics that is more localized than the more traditionally used metro areas that are the basis for S&MM's July *Survey of Buying Power*. The vast array of data available for zips is highly detailed, with such items as race and ethnic type, education level, and even the number of autos and bathrooms per household unit. This information is available for any five-digit zip code, and the implications for marketers are many.

First, in advertising or direct mail campaigns, zip code units can be a more efficient way of getting the right message to the right place. For example, by targeting areas that fit a given customer profile, the wasted coverage and expense of blanket-type campaigns are sharply reduced, and more efficient audience pinpointing is achieved. Advertisers and direct-mail marketers can also gain from the large amount of lifestyle-oriented data that exist for each zip area that give them more insight into an area's sales potential, and help to balance spending between broadcast and print media.

This year's *SBP-II* contains a sampling of characteristics from 7 zip code areas that will give marketers an idea of the type of information that can be had for a given zip. This kind of in-depth data can allow them to fine-tune an area's profile, while eliminating markets that would prove unprofitable.

SURVEY HIGHLIGHT

State household spending habits in 1990: Retail sales as a percentage of income

State	1990 Average Household EBI	1990 Retail Sales Per Household	Sales-to-Income Ratio
Alabama	$35,937	$16,987	47.26%
Alaska	55,451	31,308	56.46
Arizona	38,547	19,835	51.46
Arkansas	35,661	17,449	48.93
California	48,858	23,950	49.02
Colorado	45,096	23,214	51.48
Connecticut	59,006	26,787	45.40
Delaware	48,876	26,983	55.21
District of Columbia	53,373	18,451	34.57
Florida	40,538	22,247	54.88
Georgia	41,662	22,421	53.82
Hawaii	53,012	28,139	53.08
Idaho	40,407	19,127	47.33
Illinois	48,410	20,695	42.75
Indiana	43,086	22,735	52.77
Iowa	40,953	18,653	45.55
Kansas	46,737	21,457	45.91
Kentucky	39,214	19,044	48.56
Louisiana	39,967	20,247	50.66
Maine	39,360	23,712	60.24
Maryland	49,722	25,354	50.99
Massachusetts	50,789	27,407	53.96
Michigan	46,341	22,244	48.00
Minnesota	46,755	25,063	53.60
Mississippi	33,966	18,023	53.06
Missouri	43,366	23,565	54.34
Montana	$35,793	$19,455	54.35%
Nebraska	43,435	20,860	48.03
Nevada	43,137	26,727	61.96
New Hampshire	48,470	29,498	60.86
New Jersey	55,039	24,672	44.83
New Mexico	36,738	21,322	58.04
New York	46,668	19,927	42.70
North Carolina	38,996	21,282	54.57
North Dakota	46,210	24,032	52.01
Ohio	43,687	21,399	48.98
Oklahoma	38,843	20,409	52.54
Oregon	41,257	21,199	51.38
Pennsylvania	42,115	19,799	47.01
Rhode Island	47,573	22,914	48.17
South Carolina	37,051	20,056	54.13
South Dakota	39,652	20,687	52.17
Tennessee	39,051	21,653	55.45
Texas	44,372	22,705	50.60
Utah	40,873	20,016	48.97
Vermont	38,821	25,993	66.96
Virginia	49,168	23,859	48.52
Washington	43,546	20,026	45.99
West Virginia	35,632	18,090	50.77
Wisconsin	43,424	19,462	44.82
Wyoming	46,282	27,404	59.21
U.S. Total	**$44,592**	**$22,014**	**49.37%**

Notes: The Sales-to-Income Ratio shows the percentage of **Average Household Effective Buying Income** spent on retail sales, according to the state's **Retail Sales Per Household** total.
Source: Sales and Marketing Management's *1986 Survey of Buying Power—Part II*
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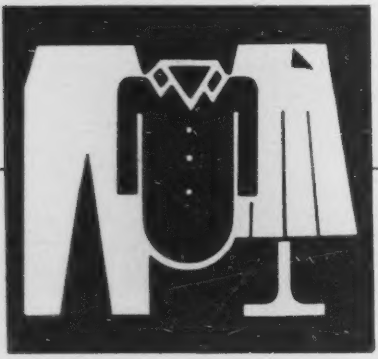
SECTION B

Sales and Marketing MANAGEMENT

Merchandise Line Sales



Data in this Survey of Buying Power—Part II have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Guide to using S&MM METRO AREA MERCHANDISE LINE SALES

Merchandise Line Sales data pertain to the total sales of a product category by the various retail-store types handling that category in the market. That is, if the dollar sales of "groceries and other foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the result would be the merchandise line sales for that category. Hence, merchandise line sales should not be confused with retail store sales, which pertain to the business volume of a type of retail outlet, such as a food store. A food store, of course, sells many more types of merchandise than just food products. Updated from the 1982 Census of Retail Trade, the merchandise line sales data shown in this section refer to seven broad product groups, such as groceries and other food products, footwear, and major household appliances. Merchandise line totals give a more realistic estimate of a particular product's market potential than is provided by the store-type sales associated with the product.

To enhance the usefulness of the merchandise line totals, the Summary of Merchandise Line Sales by Region and State shows for each product category the dollar sales accounted for by a leading store type associated with the product classification. That makes the data helpful in analyzing distribution channels in the market. The dominant store types, and their related merchandise line category, shown in the state and regional summary table are: food stores for groceries and other foods; drugstores for health and beauty aids; apparel stores for women's and girls' clothing; department stores for men's and boys' clothing; apparel stores for footwear; furniture/home furnishings/appliance stores for major household appliances; and furniture/home furnishings/appliance stores for furniture and sleep equipment.

Groceries and other foods includes meat, fish, and poultry; produce; frozen foods; dairy products; bakery products (except frozen); delicatessen items; and all other foods.
(Note: Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products are not included.)

Drug, health and beauty aids includes proprietary drugs, health aids, cosmetics, and other hygiene needs.

Women's and girls' clothing includes infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses', and juniors' furs and fur garments; women's, misses', and juniors' dresses; women's, misses', and juniors' casual and utility coats, jackets, and rainwear; women's, misses', juniors' active sportswear; women's hosiery; women's bras, girdles and foundations; women's, misses', and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats, hairpieces, and trimmings; and women's accessories.

Men's and boys' clothing includes boys', young men's, and students' clothing and accessories; men's overcoats, topcoats, rainwear, and outerwear; men's suits, sports coats, formal wear, and tailored slacks; men's jeans and casual slacks, career apparel, and work clothes; men's shirts, novelty shirts, and sweaters; men's hosiery, pajamas, robes, and underwear; men's sportswear; and other men's accessories.

Footwear includes men's and boys' footwear; women's and girls' footwear; children's footwear; and footwear accessories. (Note: Infants' and toddlers' footwear are not included.)

Major household appliances includes such items as kitchen appliances, laundry appliances, and other major household appliances.

Furniture and sleep equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor, kitchen, and office furniture.

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(See page 96)

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SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1985

REGION State	Groceries & Other Foods		Drugs & Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**15,773,786**	**15,275,948**	**2,930,346**	**1,967,093**	**4,762,061**	**2,387,021**	**2,502,027**	**1,102,839**	**1,238,847**	**880,909**	**905,517**	**388,100**	**1,503,720**	**1,188,282**
Connecticut	3,963,495	3,840,802	737,935	440,569	1,179,194	609,856	613,859	274,971	326,770	250,052	236,698	136,500	414,713	328,363
Maine	1,418,176	1,370,813	197,818	136,166	261,197	103,418	192,124	75,091	104,807	50,428	69,304	27,076	77,741	58,400
Massachusetts	7,256,341	7,031,102	1,470,387	1,032,242	2,512,205	1,276,444	1,254,476	563,736	601,735	431,980	428,628	159,457	748,397	596,332
New Hampshire	1,399,321	1,364,003	216,981	132,258	355,971	162,673	190,711	77,628	93,083	68,872	79,405	23,132	128,129	97,482
Rhode Island	1,081,533	1,048,775	208,828	162,639	310,610	167,231	158,972	71,723	73,008	55,203	57,629	27,093	91,183	71,552
Vermont	654,920	620,453	98,397	63,219	142,884	67,399	91,885	39,690	39,444	24,374	33,853	14,842	43,557	36,153
MIDDLE ATLANTIC	**38,758,412**	**37,677,962**	**8,505,288**	**5,420,016**	**13,399,449**	**6,885,058**	**6,777,086**	**3,355,910**	**3,810,121**	**2,986,683**	**2,231,960**	**1,202,911**	**4,497,309**	**3,477,406**
New Jersey	8,734,878	8,530,228	1,825,507	1,070,602	2,971,369	1,601,705	1,474,149	736,899	828,464	646,679	558,653	323,653	1,035,423	808,943
New York	18,323,295	17,850,595	4,007,600	2,702,330	6,527,796	3,450,250	3,393,723	1,858,977	1,918,776	1,524,084	955,415	496,019	2,219,593	1,771,091
Pennsylvania	11,700,239	11,297,139	2,672,181	1,647,084	3,900,284	1,833,103	1,909,214	760,034	1,062,881	815,920	717,892	383,239	1,242,293	897,372
EAST NORTH CENTRAL	**40,874,297**	**37,857,474**	**9,574,333**	**6,068,593**	**12,789,612**	**6,049,375**	**6,524,148**	**2,533,975**	**3,618,710**	**2,568,478**	**2,546,150**	**1,306,805**	**4,313,419**	**3,306,376**
Illinois	10,212,939	9,728,978	2,584,821	1,577,724	4,014,323	2,038,930	1,954,931	898,077	1,155,212	797,359	689,118	307,852	1,309,106	990,732
Indiana	5,400,341	5,206,924	1,266,538	842,434	1,554,789	750,224	801,213	306,742	439,913	324,950	374,615	178,546	537,136	423,880
Michigan	9,705,633	8,301,656	2,209,504	1,455,732	2,776,995	1,498,827	1,371,010	591,164	778,346	608,424	560,300	343,351	924,862	744,168
Ohio	10,901,920	10,496,942	2,649,453	1,686,785	3,223,157	1,274,012	1,702,195	514,569	886,849	607,697	645,786	328,815	1,117,752	816,884
Wisconsin	4,653,464	4,122,974	864,017	505,918	1,220,348	487,382	694,799	223,423	358,390	230,048	276,331	148,241	424,563	330,712
WEST NORTH CENTRAL	**18,038,042**	**17,169,824**	**3,795,449**	**2,095,689**	**4,833,481**	**2,066,019**	**2,570,929**	**1,009,211**	**1,299,555**	**872,707**	**1,232,817**	**519,631**	**1,815,992**	**1,353,534**
Iowa	2,827,252	2,728,254	524,641	309,364	692,670	313,384	370,083	158,098	182,497	132,398	172,772	79,080	227,337	187,802
Kansas	2,396,329	2,299,674	557,455	315,952	610,237	273,561	347,018	144,585	176,957	126,690	192,492	87,680	249,304	185,949
Minnesota	4,736,851	4,431,929	919,335	507,311	1,336,494	531,481	686,713	269,169	322,264	206,938	295,654	95,077	477,376	334,066
Missouri	5,375,167	5,156,169	1,240,139	653,208	1,447,750	597,194	769,097	267,582	404,310	256,376	364,818	154,833	556,803	384,147
Nebraska	1,491,511	1,409,133	324,105	189,135	402,689	181,714	210,856	82,975	116,664	84,750	120,733	69,915	170,088	144,960
North Dakota	593,099	559,420	113,356	59,571	185,058	89,664	98,898	43,827	51,313	34,795	46,469	19,097	71,941	61,307
South Dakota	617,833	585,245	116,418	61,148	158,583	79,021	88,264	42,975	45,550	30,760	39,879	13,949	63,143	55,303
SOUTH ATLANTIC	**38,214,878**	**36,832,269**	**9,124,162**	**5,387,329**	**12,105,081**	**5,657,418**	**6,019,299**	**2,488,233**	**3,512,774**	**2,446,469**	**2,942,720**	**1,304,375**	**5,349,156**	**4,247,979**
Delaware	631,944	617,272	154,014	91,688	245,143	101,878	126,615	46,671	60,884	43,672	50,486	16,156	91,339	70,391
District of Columbia	489,312	467,311	142,012	88,600	238,875	149,979	118,251	73,232	78,578	61,808	28,319	12,731	72,238	55,588
Florida	10,943,546	10,569,544	2,689,437	1,517,665	3,573,290	1,693,224	1,717,095	681,188	1,019,631	758,122	952,221	491,629	1,681,597	1,338,932
Georgia	5,477,983	5,219,293	1,360,255	812,701	1,803,857	780,022	880,257	351,740	525,361	352,284	380,385	155,358	720,309	560,605
Maryland	4,755,165	4,633,219	1,112,610	645,433	1,505,755	611,267	776,696	309,556	416,659	284,992	297,975	121,234	641,058	459,394
North Carolina	5,651,846	5,422,278	1,341,633	831,384	1,721,057	923,845	865,429	384,136	510,250	350,479	487,576	196,462	856,308	704,018
South Carolina	3,052,279	2,938,774	645,674	377,307	842,496	453,638	430,625	198,335	252,736	174,495	217,767	100,852	350,309	302,867
Virginia	5,439,492	5,263,186	1,276,777	768,324	1,728,402	773,551	864,597	367,235	517,587	328,539	395,617	159,785	781,524	638,455
West Virginia	1,773,311	1,701,392	401,750	254,227	446,206	170,014	239,734	76,140	131,088	92,078	132,374	50,168	154,474	117,729
EAST SOUTH CENTRAL	**13,710,150**	**13,156,633**	**3,417,092**	**2,149,423**	**3,903,537**	**1,881,047**	**1,994,660**	**836,648**	**1,140,427**	**785,340**	**982,015**	**423,697**	**1,540,336**	**1,240,251**
Alabama	3,482,868	3,355,554	817,558	529,289	959,650	514,592	491,177	246,182	272,932	199,106	231,836	89,358	388,172	316,293
Kentucky	3,358,873	3,232,503	853,221	546,604	904,265	399,477	467,201	161,923	250,960	165,314	230,358	112,082	340,899	274,229
Mississippi	2,291,931	2,206,192	553,117	367,577	601,164	276,395	300,440	123,795	187,946	121,247	181,174	68,884	256,405	208,251
Tennessee	4,576,478	4,362,384	1,193,196	705,953	1,438,458	690,583	735,842	304,748	428,589	299,673	338,647	153,373	554,860	441,478
WEST SOUTH CENTRAL	**25,179,521**	**24,130,528**	**6,062,256**	**2,979,410**	**8,143,930**	**4,333,393**	**4,196,987**	**2,010,410**	**2,576,004**	**1,910,405**	**2,084,672**	**858,800**	**3,160,302**	**2,503,250**
Arkansas	2,027,587	1,926,389	481,350	273,384	530,358	286,745	276,727	118,674	150,447	111,049	150,193	66,694	221,721	171,747
Louisiana	4,174,021	4,048,226	1,041,360	606,782	1,221,213	629,147	640,061	309,462	418,324	311,235	392,466	171,571	522,747	417,748
Oklahoma	3,284,907	3,131,071	733,746	340,399	953,544	540,787	518,491	274,904	275,158	207,005	242,975	111,712	413,472	339,243
Texas	15,693,006	15,024,842	3,805,800	1,758,845	5,438,815	2,876,714	2,761,708	1,307,370	1,732,075	1,281,116	1,299,038	508,823	2,002,362	1,574,512
MOUNTAIN	**12,841,380**	**12,306,434**	**3,170,507**	**1,761,075**	**3,659,891**	**1,529,057**	**1,933,991**	**727,291**	**1,071,827**	**729,469**	**908,858**	**468,257**	**1,555,945**	**1,233,766**
Arizona	3,202,279	3,034,177	836,344	490,730	1,013,751	331,237	478,774	136,144	253,041	169,578	198,168	95,353	410,312	320,709
Colorado	3,424,161	3,320,713	780,998	380,755	1,011,184	434,421	558,801	216,981	305,504	214,444	255,792	130,818	474,566	375,366
Idaho	926,777	892,970	216,315	148,392	197,596	93,288	116,668	48,379	63,138	35,548	65,760	45,775	81,720	70,837
Montana	873,556	837,641	185,807	122,787	194,746	99,267	99,520	51,392	56,116	39,300	69,158	37,342	92,301	73,284
Nevada	1,064,522	1,025,850	366,358	183,573	382,954	145,969	208,669	73,186	115,073	82,053	89,106	46,048	128,156	89,414
New Mexico	1,383,801	1,322,614	303,960	154,612	363,026	191,456	190,393	89,334	116,182	87,490	97,332	42,045	146,710	119,734
Utah	1,366,556	1,296,355	350,108	198,690	375,773	159,118	214,192	75,336	125,583	72,043	101,385	55,682	170,472	144,781
Wyoming	599,728	576,114	130,617	81,536	120,861	74,301	66,974	36,539	37,190	29,013	32,157	15,194	51,708	39,641
PACIFIC	**36,174,304**	**33,627,637**	**8,704,776**	**4,470,904**	**11,989,755**	**5,848,668**	**6,382,162**	**2,991,694**	**3,590,321**	**2,676,226**	**2,407,478**	**1,141,772**	**4,237,759**	**3,163,051**
Alaska	689,864	644,083	167,391	73,936	190,031	88,788	107,655	48,916	61,465	28,223	54,756	7,131	69,275	41,422
California	27,444,710	25,839,727	6,603,379	3,350,235	9,361,679	4,455,139	4,959,468	2,304,285	2,814,499	2,145,846	1,866,948	915,000	3,371,688	2,541,485
Hawaii	1,087,730	959,016	315,920	191,811	497,753	288,453	259,145	149,901	95,467	82,382	60,124	27,326	98,082	68,110
Oregon	2,646,370	2,123,775	615,877	257,126	688,634	363,444	388,236	179,228	234,909	157,095	163,131	79,219	250,592	186,333
Washington	4,305,630	4,061,036	1,002,209	597,796	1,251,658	652,844	667,658	309,364	383,981	262,680	262,519	113,096	448,122	325,701
TOTAL UNITED STATES	**239,564,770**	**228,034,709**	**55,284,209**	**32,299,532**	**75,586,797**	**36,637,056**	**38,901,289**	**17,056,211**	**21,858,586**	**15,856,686**	**16,242,187**	**7,614,348**	**27,973,938**	**21,713,895**

GROCERY & OTHER FOOD SALES

Area	($000)	Rank
Los Angeles - Lung Beach, Cal.	8,274,802	1
New York, N.Y.	7,639,474	2
Chicago, Ill.	5,531,598	3
Detroit, Mich.	4,736,271	4
Philadelphia, Pa.	4,704,716	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	4,440,835	6
Washington, D.C.	3,907,479	7
Nassau - Suffolk, N.Y.	3,589,258	8
Houston, Tex.	3,273,456	9
Minneapolis - St. Paul, Minn.	2,701,748	10
St. Louis, Mo.	2,638,546	11
Atlanta, Ga.	2,412,443	12
Dallas, Tex.	2,330,424	13
Anaheim - Santa Ana, Cal.	2,328,756	14
Baltimore, Md.	2,289,781	15
Cleveland, Ohio	2,188,357	16
Newark, N.J.	2,163,849	17
Pittsburgh, Pa.	2,155,673	18
Oakland, Cal.	2,054,936	19
San Francisco, Cal.	2,014,643	20
San Diego, Cal.	2,013,725	21
Phoenix, Ariz.	1,977,601	22
Riverside - San Bernardino, Cal.	1,895,579	23
Tampa - St. Petersburg - Clearwater, Fla.	1,817,560	24
Seattle, Wash.	1,807,381	25
Denver, Colo.	1,783,546	26
Miami - Hialeah, Fla.	1,706,929	27
Bergen - Passaic, N.J.	1,647,753	28
Kansas City, Mo.-Kans.	1,635,356	29
San Jose, Cal.	1,566,415	30
Milwaukee, Wisc.	1,451,856	31
Cincinnati, Ohio	1,447,882	32
New Orleans, La.	1,371,712	33
Sacramento, Cal.	1,290,987	34
Hartford , New Britain - Middletown - Bristol, Conn.	1,285,885	35
Columbus, Ohio	1,264,984	36
Portland, Ore.	1,220,794	37
Fort Worth - Arlington, Tex.	1,198,300	38
Middlesex - Somerset - Hunterdon, N.J.	1,177,391	39
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,176,628	40
Indianapolis, Ind.	1,145,601	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	1,136,205	42
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,134,186	43
Buffalo, N.Y.	1,122,062	44
Monmouth - Ocean, N.J.	1,114,474	45
Oklahoma City, Okla.	1,107,673	46
San Antonio, Tex.	1,054,626	47
Norfolk - Virginia Beach - Newport News, Va.	1,045,579	48
Providence - Pawtucket - Woonsocket, R.I.	999,751	49
Albany - Schenectady - Troy, N.Y.	999,167	50
Total Top 50	**112,974,633**	
Memphis, Tenn.	998,254	51
Rochester, N.Y.	980,639	52
New Haven - Waterbury - Meriden, Conn.	968,483	53
Dayton - Springfield, Ohio	936,600	54
Louisville, Ky.	904,954	55
Birmingham, Ala.	868,028	56
Salt Lake City - Ogden, Utah	860,551	57
Nashville, Tenn.	839,475	58
Orlando, Fla.	835,025	59
Richmond - Petersburg, Va.	821,703	60
Greensboro - Winston-Salem - High Point, N.C.	815,824	61
West Palm Beach - Boca Raton - Delray Beach, Fla.	795,734	62
Toledo, Ohio	771,252	63
Honolulu, Haw.	743,006	64
New Bedford - Fall River - Attleboro, Mass.	737,867	65
Worcester - Fitchburg - Leominster, Mass.	724,976	66
Springfield, Mass.	720,827	67
Harrisburg - Lebanon - Carlisle, Pa.	720,421	68
Tulsa, Okla.	717,410	69
Scranton - Wilkes-Barre, Pa.	715,597	70
Grand Rapids, Mich.	709,161	71
Jacksonville, Fla.	692,765	72
Syracuse, N.Y.	691,471	73
Gary - Hammond, Ind.	683,736	74
Knoxville, Tenn.	675,475	75
Akron, Ohio	674,458	76
Allentown - Bethlehem, Pa.	652,363	77
Greenville - Spartanburg, S.C.	617,828	78
Jersey City, N.J.	598,388	79
Omaha, Neb.	596,468	80
Las Vegas, Nev.	592,229	81
Raleigh - Durham, N.C.	575,512	82
Austin, Tex.	575,379	83
Chattanooga, Tenn.	565,818	84
Tucson, Ariz.	550,541	85
Oxnard - Ventura, Cal.	540,090	86
Fresno, Cal.	529,070	87
Flint, Mich.	526,300	88
Wilmington, Del.	518,805	89
Baton Rouge, La.	516,259	90
Mobile, Ala.	506,101	91
Lansing - East Lansing, Mich.	498,633	92
Little Rock - North Little Rock, Ark.	490,313	93
Youngstown - Warren, Ohio	476,396	94
Bakersfield, Cal.	470,745	95
Tacoma, Wash.	470,562	96
Saginaw - Bay City - Midland, Mich.	448,665	97
Albuquerque, N.M.	444,381	98
Charleston, S.C.	437,274	99
Portsmouth - Dover - Rochester, N.H.	433,949	100
Total Top 100	**146,210,394**	
Canton, Ohio	428,803	101
Des Moines, Iowa	425,140	102
Lancaster, Pa.	420,845	103
Santa Barbara - Santa Maria - Lompoc, Cal.	418,482	104
Johnson City - Kingsport - Bristol, Tenn.	411,603	105
Beaumont - Port Arthur, Tex.	410,553	106
Wichita, Kans.	399,870	107
Stockton, Cal.	387,775	108
Portland, Me.	385,737	109
El Paso, Tex.	383,498	110
Madison, Wisc.	382,027	111
Manchester - Nashua, N.H.	378,434	112
Santa Rosa - Petaluma, Cal.	371,468	113
Atlantic City, N.J.	369,681	114
Trenton, N.J.	368,404	115
Lake County, Ill.	365,516	116
Vallejo - Fairfield - Napa, Cal.	364,574	117
Davenport - Rock Island - Moline, Iowa-Ill.	356,941	118
Shreveport, La.	349,639	119
York, Pa.	349,178	120
Columbia, S.C.	346,933	121
Jackson, Miss.	345,905	122
Utica - Rome, N.Y.	345,444	123
Spokane, Wash.	344,844	124
Fort Wayne, Ind.	344,202	125
Corpus Christi, Tex.	337,165	126
Orange County, N.Y.	332,026	127
Reading, Pa.	330,532	128
Peoria, Ill.	327,815	129
Lexington-Fayette, Ky.	327,256	130
Evansville, Ind.	324,218	131
Lakeland - Winter Haven, Fla.	321,144	132
Anchorage, Alas.	316,587	133
Huntington - Ashland, W.Va.-Ky.	314,836	134
Augusta, Ga.	310,992	135
Modesto, Cal.	308,971	136
Daytona Beach, Fla.	305,937	137
Visalia - Tulare - Porterville, Cal.	303,360	138
Colorndo Springs, Colo.	301,885	139
Aurora - Elgin, Ill.	295,355	140
Erie, Pa.	295,332	141
Binghamton, N.Y.	286,714	142
Poughkeepsie, N.Y.	282,380	143
Charleston, W.Va.	280,952	144
Fort Myers - Cape Coral, Fla.	279,078	145
New London - Norwich, Conn.	277,484	146
Duluth, Minn.	275,938	147
Ann Arbor, Mich.	275,131	148
Macon - Warner Robins, Ga.	274,816	149
Pensacola, Fla.	274,715	150
Total Top 150	**163,226,509**	
Sarasota, Fla.	273,896	151
Melbourne - Titusville - Palm Bay, Fla.	273,659	152
Reno, Nev.	265,708	153
Rockford, Ill.	264,260	154
Boulder - Longmont, Colo.	262,225	155
Lorain - Elyria, Ohio	261,272	156
Salinas - Seaside - Monterey, Cal.	257,965	157
Springfield, Mo.	254,271	158
Appleton - Oshkosh - Neenah, Wisc.	254,044	159
Joliet, Ill.	252,685	160
McAllen - Edinburg - Mission, Tex.	249,718	161
Montgomery, Ala.	248,600	162
South Bend - Mishawaka, Ind.	244,884	163
Johnstown, Pa.	244,553	164
Eugene - Springfield, Ore.	239,821	165
Galveston - Texas City, Tex.	239,792	166
Hamilton - Middletown, Ohio	235,595	167
Niagara Falls, N.Y.	234,056	168
Kalamazoo, Mich.	228,013	169
Santa Cruz, Cal.	227,610	170
Brownsville - Harlingen, Tex.	226,687	171
Roanoke, Va.	226,010	172
Lafayette, La.	225,229	173
Savannah, Ga.	221,626	174
Hickory, N.C.	220,079	175
Lubbock, Tex.	212,572	176
Longview - Marshall, Tex.	210,440	177
Fort Pierce, Fla.	208,289	178
Pittsfield, Mass.	204,717	179
Lake Charles, La.	201,499	180
Brazoria, Tex.	200,406	181
Beaver County, Pa.	199,958	182
Salem, Ore.	197,918	183
Amarillo, Tex.	194,005	184
Houma - Thibodaux, La.	188,593	185
Elkhart - Goshen, Ind.	188,503	186
Medford, Ore.	187,912	187
Odessa, Tex.	186,728	188
Asheville, N.C.	184,342	189
Gainesville, Fla.	183,406	190
Chico, Cal.	183,285	191
Huntsville, Ala.	183,263	192
Tallahassee, Fla.	183,133	193
Wheeling, W.Va.	182,398	194
Springfield, Ill.	182,237	195
Boise, Ida.	179,995	196
Bradenton, Fla.	179,448	197
Topeka, Kans.	178,650	198
Midland, Tex.	177,529	199
Fayetteville, N.C.	176,828	200
Total Top 200	**174,114,831**	
Columbus, Ga.	176,596	201
Lincoln, Neb.	174,783	202
Fort Collins - Loveland, Colo.	174,550	203
Waco, Tex.	172,679	204
Muskegon, Mich.	169,561	205
Racine, Wisc.	167,295	206
Bangor, Me.	166,219	207
Provo - Orem, Utah	165,725	208
Cedar Rapids, Iowa	165,354	209
Terre Haute, Ind.	165,063	210
Yakima, Wash.	165,029	211
Biloxi - Gulfport, Miss.	164,691	212
St. Cloud, Minn.	162,619	213
Vancouver, Wash.	160,582	214
Battle Creek, Mich.	159,590	215
Killeen - Temple, Tex.	159,565	216
Burlington, Vt.	159,349	217
Naples, Fla.	159,085	218
Steubenville - Weirton, Ohio-W.Va.	158,604	219
Ocala, Fla.	158,486	220
Lima, Ohio	157,446	221
Tuscaloosa, Ala.	155,944	222
Billings, Mont.	154,612	223
Jackson, Mich.	153,442	224
Parkersburg - Marietta, W.Va.-Ohio	152,330	225
Redding, Cal.	151,172	226
Tyler, Tex.	150,938	227
Joplin, Mo.	150,654	228
Anderson, Ind.	147,265	229
Benton Harbor, Mich.	146,386	230
Vineland - Millville - Bridgeton, N.J.	146,190	231
Champaign - Urbana - Rantoul, Ill.	145,310	232
Athens, Ga.	144,160	233
Altoona, Pa.	142,858	234
Green Bay, Wisc.	142,574	235
Richland - Kennewick - Pasco, Wash.	141,146	236
Lynchburg, Va.	139,902	237
Laredo, Tex.	139,763	238
Olympia, Wash.	139,479	239
Abilene, Tex.	138,384	240
Glens Falls, N.Y.	136,542	241
Fargo - Moorhead, N.D.-Minn.	136,146	242
Janesville - Beloit, Wisc.	136,028	243
Anderson, S.C.	134,892	244
Wilmington, N.C.	132,787	245
Bremerton, Wash.	132,475	246
Charlottesville, Va.	130,976	247
Kenosha, Wisc.	130,599	248
Muncie, Ind.	129,863	249
Lewiston - Auburn, Me.	129,603	250
Total Top 250	**181,690,122**	
Pascagoula, Miss.	128,644	251
Rochester, Minn.	127,903	252
Dothan, Ala.	127,164	253
Merced, Cal.	126,352	254
Waterloo - Cedar Falls, Iowa	126,227	255
Yuba City, Cal.	126,097	256
Mansfield, Ohio	126,069	257
Eau Claire, Wisc.	125,549	258
Wichita Falls, Tex.	125,188	259
Texarkana, Tex.-Ark.	124,173	260
Monroe, La.	123,136	261
Decatur, Ill.	122,788	262
Williamsport, Pa.	122,317	263
Fort Smith, Ark.	121,408	264
Sioux Falls, S.D.	120,619	265
Sioux City, Iowa	119,851	266
Bryan - College Station, Tex.	119,286	267
Albany, Ga.	119,009	268
Pueblo, Colo.	118,540	269
Florence, S.C.	116,035	270
Bellingham, Wash.	113,541	271
Alexandria, La.	112,291	272
Fort Walton Beach, Fla.	111,329	273
St. Joseph, Mo.	109,258	274
Sharon, Pa.	109,043	275
Fayetteville - Springdale, Ark.	108,740	276
Greeley, Colo.	108,206	277
San Angelo, Tex.	108,164	278
Hagerstown, Md.	107,528	279
Bloomington - Normal, Ill.	106,586	280
Kokomo, Ind.	106,448	281
Clarksville - Hopkinsville, Tenn.-Ky.	104,025	282
Burlington, N.C.	103,173	283
Florence, Ala.	102,461	284
Santa Fe, N.M.	101,763	285
Lafayette - West Lafayette, Ind.	101,374	286
Gadsden, Ala.	99,648	287
State College, Pa.	97,549	288
Wausau, Wisc.	97,410	289
Jacksonville, N.C.	95,531	290
Cumberland, Md.	93,612	291
Dubuque, Iowa	93,272	292
Columbia, Mo.	92,494	293
Sherman - Denison, Tex.	92,399	294
Bloomington, Ind.	92,121	295
Owensboro, Ky.	91,140	296
Lawton, Okla.	90,891	297
Kankakee, Ill.	89,984	298
Rapid City, S.D.	89,161	299
Danville, Va.	88,867	300
Casper, Wyo.	85,529	301
Anniston, Ala.	85,493	302
La Crosse, Wisc.	84,933	303
Bismarck, N.D.	82,677	304
Sheboygan, Wisc.	82,620	305
Elmira, N.Y.	81,331	306
Jackson, Tenn.	80,803	307
Victoria, Tex.	80,769	308
Panama City, Fla.	80,433	309
Las Cruces, N.M.	79,833	310
Pine Bluff, Ark.	78,262	311
Iowa City, Iowa	72,590	312
Enid, Okla.	69,314	313
Cheyenne, Wyo.	65,238	314
Great Falls, Mont.	63,994	315
Lawrence, Kans.	62,963	316
Grand Forks, N.D.	47,143	317
Total Above Areas	**188,458,411**	
Percent of U.S.	**78.6670**	
U.S. Total	**239,564,770**	

DRUG, HEALTH AID & BEAUTY AID SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	2,060,874	1
New York, N.Y.	1,857,087	2
Chicago, Ill.	1,306,502	3
Philadelphia, Pa.	1,266,887	4
Detroit, Mich.	1,222,572	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	953,751	6
Washington, D.C.	935,068	7
Houston, Tex.	789,705	8
Nassau - Suffolk, N.Y.	731,159	9
Atlanta, Ga.	650,633	10
Dallas, Tex.	630,895	11
Anaheim - Santa Ana, Cal.	590,492	12
St. Louis, Mo.	578,131	13
Baltimore, Md.	556,471	14
Cleveland, Ohio	556,219	15
Minneapolis - St. Paul, Minn.	555,346	16
Miami - Hialeah, Fla.	545,279	17
Phoenix, Ariz.	542,526	18
Oakland, Cal.	531,177	19
San Diego, Cal.	518,609	20
Pittsburgh, Pa.	492,094	21
San Francisco, Cal.	484,077	22
Seattle, Wash.	460,726	23
Kansas City, Mo.-Kans.	441,838	24
Tampa - St. Petersburg - Clearwater, Fla.	420,869	25
Denver, Colo.	408,839	26
Newark, N.J.	407,448	27
Riverside - San Bernardino, Cal.	396,057	28
San Jose, Cal.	386,296	29
Bergen - Passaic, N.J.	380,276	30
New Orleans, La.	366,729	31
Cincinnati, Ohio	352,683	32
Indianapolis, Ind.	326,360	33
Columbus, Ohio	324,864	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	321,470	35
Sacramento, Cal.	307,419	36
Hartford - New Britain - Middletown - Bristol, Conn.	305,001	37
Milwaukee, Wisc.	301,007	38
Fort Worth - Arlington, Tex.	286,258	39
Memphis, Tenn.	278,924	40
Portland, Ore.	269,387	41
Louisville, Ky.	260,558	42
Oklahoma City, Okla.	247,403	43
Honolulu, Haw.	246,208	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	241,002	45
Toledo, Ohio	238,328	46
Salt Lake City - Ogden, Utah	233,878	47
San Antonio, Tex.	230,035	48
Middlesex - Somerset - Hunterdon, N.J.	228,415	49
Nashville, Tenn.	226,704	50
Total Top 50	**27,450,536**	
Las Vegas, Nev.	226,415	51
Buffalo, N.Y.	224,681	52
Norfolk - Virginia Beach - Newport News, Va.	224,145	53
Richmond - Petersburg, Va.	223,107	54
Monmouth - Ocean, N.J.	213,286	55
Dayton - Springfield, Ohio	212,666	56
Rochester, N.Y.	207,822	57
West Palm Beach - Boca Raton - Delray Beach, Fla.	195,398	58
Providence - Pawtucket - Woonsocket, R.I.	193,540	59
Albany - Schenectady - Troy, N.Y.	192,985	60
Bridgeport - Stamford - Norwalk - Danbury, Conn.	192,337	61
Greensboro - Winston-Salem - High Point, N.C.	191,650	62
Birmingham, Ala.	189,405	63
Raleigh - Durham, N.C.	184,369	64
Scranton - Wilkes-Barre, Pa.	175,789	65
Akron, Ohio	169,810	66
Orlando, Fla.	169,693	67
Tulsa, Okla.	164,440	68
Tucson, Ariz.	163,713	69
Knoxville, Tenn.	162,702	70
Worcester - Fitchburg - Leominster, Mass.	159,931	71
New Haven - Waterbury - Meriden, Conn.	153,329	72
Jacksonville, Fla.	152,856	73
Austin, Tex.	151,374	74
Omaha, Neb.	146,001	75
Springfield, Mass.	143,909	76
Gary - Hammond, Ind.	140,342	77
Greenville - Spartanburg, S.C.	135,837	78
Allentown - Bethlehem, Pa.	135,480	79
Syracuse, N.Y.	135,256	80
Grand Rapids, Mich.	132,714	81
Fresno, Cal.	126,695	82
Youngstown - Warren, Ohio	125,975	83
Harrisburg - Lebanon - Carlisle, Pa.	125,727	84
Flint, Mich.	125,278	85
Wilmington, Del.	123,568	86
Oxnard - Ventura, Cal.	122,871	87
Baton Rouge, La.	122,182	88
Jersey City, N.J.	109,208	89
Mobile, Ala.	105,059	90
Jackson, Miss.	103,708	91
Santa Barbara - Santa Maria - Lompoc, Cal.	103,122	92
Little Rock - North Little Rock, Ark.	102,647	93
Johnson City - Kingsport - Bristol, Tenn.	102,308	94
Lake County, Ill.	102,133	95
New Bedford - Fall River - Attleboro, Mass.	101,143	96
Albuquerque, N.M.	101,069	97
Stockton, Cal.	100,820	98
Anchorage, Alas.	100,736	99
Canton, Ohio	99,954	100
Total Top 100	**35,019,721**	
El Paso, Tex.	99,803	101
Wichita, Kans.	98,622	102
Saginaw - Bay City - Midland, Mich.	97,620	103
Bakersfield, Cal.	97,010	104
Beaumont - Port Arthur, Tex.	94,174	105
Reno, Nev.	92,950	106
Atlantic City, N.J.	92,016	107
Tacoma, Wash.	91,002	108
Lansing - East Lansing, Mich.	90,443	109
Chattanooga, Tenn.	89,225	110
Lexington-Fayette, Ky.	89,221	111
Trenton, N.J.	88,785	112
Spokane, Wash.	87,464	113
Charleston, S.C.	85,985	114
Melbourne - Titusville - Palm Bay, Fla.	85,835	115
Santa Rosa - Petaluma, Cal.	84,894	116
Fort Wayne, Ind.	81,280	117
Corpus Christi, Tex.	80,129	118
Augusta, Ga.	80,004	119
Columbia, S.C.	79,244	120
Vallejo - Fairfield - Napa, Cal.	76,688	121
Des Moines, Iowa	76,512	122
Huntington - Ashland, W.Va.-Ky.	75,594	123
Aurora - Elgin, Ill.	75,536	124
Modesto, Cal.	75,217	125
Manchester - Nashua, N.H.	75,175	126
Springfield, Mo.	74,733	127
Utica - Rome, N.Y.	74,238	128
Shreveport, La.	73,458	129
Davenport - Rock Island - Moline, Iowa-Ill.	73,208	130
Macon - Warner Robins, Ga.	72,891	131
Peoria, Ill.	72,869	132
Lancaster, Pa.	71,688	133
Sarasota, Fla.	70,895	134
McAllen - Edinburg - Mission, Tex.	70,774	135
Montgomery, Ala.	69,600	136
Daytona Beach, Fla.	69,215	137
Salinas - Seaside - Monterey, Cal.	68,992	138
Ann Arbor, Mich.	68,295	139
Charleston, W.Va.	67,038	140
Joliet, Ill.	65,162	141
Portsmouth - Dover - Rochester, N.H.	65,109	142
Lakeland - Winter Haven, Fla.	64,240	143
Binghamton, N.Y.	64,237	144
York, Pa.	64,071	145
Reading, Pa.	63,795	146
Rockford, Ill.	63,078	147
Fort Myers - Cape Coral, Fla.	62,283	148
Evansville, Ind.	62,004	149
Colorado Springs, Colo.	61,733	150
Total Top 150	**38,893,775**	
South Bend - Mishawaka, Ind.	61,400	151
Madison, Wisc.	60,391	152
Eugene - Springfield, Ore.	60,006	153
Portland, Me.	57,825	154
Orange County, N.Y.	57,219	155
Roanoke, Va.	57,079	156
Pensacola, Fla.	56,330	157
Visalia - Tulare - Porterville, Cal.	56,269	158
Odessa, Tex.	56,250	159
Brownsville - Harlingen, Tex.	55,235	160
Savannah, Ga.	54,733	161
Boulder - Longmont, Colo.	54,297	162
Lubbock, Tex.	54,133	163
Hickory, N.C.	53,791	164
Duluth, Minn.	53,535	165
Lafayette, La.	53,479	166
Kalamazoo, Mich.	53,416	167
Lake Charles, La.	51,454	168
Hamilton - Middletown, Ohio	51,242	169
Lorain - Elyria, Ohio	50,932	170
Amarillo, Tex.	50,529	171
Erie, Pa.	50,157	172
Niagara Falls, N.Y.	49,958	173
Poughkeepsie, N.Y.	49,681	174
Springfield, Ill.	49,490	175
Salem, Ore.	49,210	176
Asheville, N.C.	48,997	177
Longview - Marshall, Tex.	48,265	178
Huntsville, Ala.	48,250	179
Boise, Ida.	47,741	180
Topeka, Kans.	47,519	181
Biloxi - Gulfport, Miss.	46,299	182
Columbus, Ga.	45,872	183
Houma - Thibodaux, La.	45,841	184
Parkersburg - Marietta, W.Va.-Ohio	45,635	185
Appleton - Oshkosh - Neenah, Wisc.	45,264	186
Bradenton, Fla.	44,090	187
Midland, Tex.	44,006	188
Wheeling, W.Va.	43,677	189
Chico, Cal.	43,543	190
Waco, Tex.	43,496	191
New London - Norwich, Conn.	43,255	192
Fort Pierce, Fla.	43,014	193
Gainesville, Fla.	42,542	194
Santa Cruz, Cal.	42,185	195
Beaver County, Pa.	41,921	196
Provo - Orem, Utah	41,620	197
Lincoln, Neb.	41,231	198
Galveston - Texas City, Tex.	41,166	199
Fayetteville, N.C.	40,796	200
Total Top 200	**41,360,041**	
Abilene, Tex.	39,965	201
Brazoria, Tex.	39,902	202
Pittsfield, Mass.	39,160	203
Green Bay, Wisc.	38,792	204
Yakima, Wash.	37,906	205
Redding, Cal.	37,650	206
Lima, Ohio	37,368	207
Champaign - Urbana - Rantoul, Ill.	37,206	208
Richland - Kennewick - Pasco, Wash.	37,153	209
Tallahassee, Fla.	37,111	210
Vancouver, Wash.	37,105	211
Lynchburg, Va.	37,013	212
Johnstown, Pa.	36,905	213
Billings, Mont.	36,634	214
Killeen - Temple, Tex.	36,343	215
Anderson, Ind.	36,306	216
Tyler, Tex.	36,093	217
Athens, Ga.	36,091	218
Benton Harbor, Mich.	35,591	219
Naples, Fla.	35,570	220
Laredo, Tex.	35,442	221
Ocala, Fla.	35,411	222
Merced, Cal.	35,367	223
St. Cloud, Minn.	35,040	224
Monroe, La.	34,976	225
Muncie, Ind.	34,287	226
Wichita Falls, Tex.	33,906	227
Joplin, Mo.	33,693	228
Battle Creek, Mich.	33,494	229
Jackson, Mich.	33,386	230
Steubenville - Weirton, Ohio-W.Va.	33,207	231
Cedar Rapids, Iowa	33,091	232
Fort Collins - Loveland, Colo.	33,052	233
Fort Smith, Ark.	32,926	234
Santa Fe, N.M.	32,776	235
Charlottesville, Va.	32,458	236
Alexandria, La.	32,286	237
Lafayette - West Lafayette, Ind.	32,247	238
Janesville - Beloit, Wisc.	32,108	239
Bremerton, Wash.	31,835	240
Elkhart - Goshen, Ind.	31,698	241
Racine, Wisc.	31,447	242
Bloomington - Normal, Ill.	31,330	243
Glens Falls, N.Y.	31,296	244
Wilmington, N.C.	31,112	245
Rochester, Minn.	30,915	246
Olympia, Wash.	30,833	247
Waterloo - Cedar Falls, Iowa	30,647	248
Pueblo, Colo.	30,634	249
Clarksville - Hopkinsville, Tenn.-Ky.	30,378	250
Total Top 250	**43,095,183**	
Decatur, Ill.	30,199	251
Dothan, Ala.	29,595	252
Medford, Ore.	29,434	253
Terre Haute, Ind.	29,205	254
Texarkana, Tex.-Ark.	28,590	255
Tuscaloosa, Ala.	28,486	256
Kokomo, Ind.	28,284	257
Mansfield, Ohio	28,037	258
Burlington, N.C.	27,961	259
Anderson, S.C.	27,953	260
Altoona, Pa.	27,778	261
Jackson, Tenn.	27,766	262
Muskegon, Mich.	27,536	263
Florence, Ala.	27,372	264
Owensboro, Ky.	27,277	265
Eau Claire, Wisc.	26,907	266
Florence, S.C.	26,771	267
Williamsport, Pa.	26,687	268
Vineland - Millville - Bridgeton, N.J.	26,422	269
Burlington, Vt.	26,411	270
Greeley, Colo.	26,328	271
Cumberland, Md.	26,198	272
San Angelo, Tex.	25,856	273
Las Cruces, N.M.	25,687	274
Sherman - Denison, Tex.	25,680	275
Bellingham, Wash.	25,517	276
Panama City, Fla.	25,476	277
Fort Walton Beach, Fla.	25,405	278
Sioux Falls, S.D.	25,357	279
Bangor, Me.	25,244	280
Hagerstown, Md.	24,626	281
Bryan - College Station, Tex.	24,534	282
Fayetteville - Springdale, Ark.	24,384	283
Columbia, Mo.	24,367	284
Albany, Ga.	24,198	285
Fargo - Moorhead, N.D.-Minn.	24,152	286
Anniston, Ala.	23,244	287
Kenosha, Wisc.	22,825	288
Yuba City, Cal.	21,975	289
Gadsden, Ala.	21,943	290
St. Joseph, Mo.	21,520	291
Pascagoula, Miss.	21,495	292
Elmira, N.Y.	21,158	293
Danville, Va.	21,100	294
Great Falls, Mont.	20,755	295
Sharon, Pa.	20,734	296
Sioux City, Iowa	20,499	297
La Crosse, Wisc.	20,264	298
State College, Pa.	20,253	299
Lewiston - Auburn, Me.	19,746	300
Bloomington, Ind.	19,609	301
Victoria, Tex.	19,337	302
Casper, Wyo.	19,330	303
Cheyenne, Wyo.	19,310	304
Dubuque, Iowa	18,648	305
Lawton, Okla.	18,633	306
Kankakee, Ill.	17,983	307
Rapid City, S.D.	17,904	308
Bismarck, N.D.	17,872	309
Jacksonville, N.C.	17,518	310
Sheboygan, Wisc.	16,856	311
Wausau, Wisc.	16,529	312
Enid, Okla.	16,440	313
Pine Bluff, Ark.	16,182	314
Iowa City, Iowa	13,578	315
Grand Forks, N.D.	11,855	316
Lawrence, Kans.	11,306	317
Total Above Areas	**44,643,264**	
Percent of U.S.	**80.7523**	
U.S. Total	**55,284,209**	

WOMEN'S & GIRLS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	3,499,713	1
Los Angeles - Long Beach, Cal.	2,998,782	2
Chicago, Ill.	2,663,817	3
Philadelphia, Pa.	1,847,078	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,779,496	5
Detroit, Mich.	1,538,642	6
Washington, D.C.	1,478,511	7
Nassau - Suffolk, N.Y.	1,210,642	8
Houston, Tex.	1,207,298	9
Dallas, Tex.	981,659	10
Atlanta, Ga.	976,598	11
Anaheim - Santa Ana, Cal.	935,484	12
San Francisco, Cal.	914,137	13
Minneapolis - St. Paul, Minn.	888,723	14
Miami - Hialeah, Fla.	838,593	15
St. Louis, Mo.	830,165	16
San Diego, Cal.	744,316	17
Pittsburgh, Pa.	739,224	18
Cleveland, Ohio	730,663	19
Bergen - Passaic, N.J.	723,618	20
Oakland, Cal.	720,681	21
Phoenix, Ariz.	711,811	22
Baltimore, Md.	700,585	23
Newark, N.J.	668,765	24
Seattle, Wash.	654,303	25
San Jose, Cal.	606,366	26
Kansas City, Mo.-Kans.	606,253	27
Denver, Colo.	588,992	28
Riverside - San Bernardino, Cal.	513,989	29
Tampa - St. Petersburg - Clearwater, Fla.	499,980	30
Cincinnati, Ohio	497,673	31
New Orleans, La.	449,310	32
Milwaukee, Wis.	441,921	33
Columbus, Ohio	434,473	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	428,883	35
Indianapolis, Ind.	423,931	36
Middlesex - Somerset - Hunterdon, N.J.	420,626	37
Fort Worth - Arlington, Tex.	417,906	38
Oklahoma City, Okla.	411,008	39
Portland, Ore.	404,485	40
Bridgeport - Stamford - Norwalk - Danbury, Conn.	400,937	41
Hartford - New Britain - Middletown - Bristol, Conn.	400,518	42
Honolulu, Haw.	386,758	43
San Antonio, Tex.	385,326	44
Sacramento, Cal.	378,214	45
Norfolk - Virginia Beach - Newport News, Va.	377,886	46
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	367,932	47
Memphis, Tenn.	355,001	48
Louisville, Ky.	353,049	49
Nashville, Tenn.	318,021	50
Total Top 50	**41,852,740**	
Monmouth - Ocean, N.J.	315,878	51
Buffalo, N.Y.	315,223	52
West Palm Beach - Boca Raton - Delray Beach, Fla.	314,312	53
Greensboro - Winston-Salem - High Point, N.C.	307,500	54
Dayton - Springfield, Ohio	294,223	55
Providence - Pawtucket - Woonsocket, R.I.	292,466	56
Rochester, N.Y.	291,103	57
New Haven - Waterbury - Meriden, Conn.	285,547	58
Richmond - Petersburg, Va.	285,418	59
Salt Lake City - Ogden, Utah	281,674	60
Albany - Schenectady - Troy, N.Y.	280,527	61
Birmingham, Ala.	271,998	62
Orlando, Fla.	262,357	63
Toledo, Ohio	253,839	64
Knoxville, Tenn.	237,611	65
Scranton - Wilkes-Barre, Pa.	235,255	66
Austin, Tex.	230,853	67
Raleigh - Durham, N.C.	228,185	68
Las Vegas, Nev.	227,628	69
Tulsa, Okla.	220,634	70
Springfield, Mass.	219,574	71
Jacksonville, Fla.	217,340	72
Worcester - Fitchburg - Leominster, Mass.	211,865	73
Grand Rapids, Mich.	210,564	74
Allentown - Bethlehem, Pa.	210,172	75
Syracuse, N.Y.	199,015	76
Omaha, Neb.	198,775	77
Wilmington, Del.	195,169	78
Greenville - Spartanburg, S.C.	191,148	79
Little Rock - North Little Rock, Ark.	186,669	80
Gary - Hammond, Ind.	186,355	81
Akron, Ohio	181,789	82
Oxnard - Ventura, Cal.	180,580	83
Baton Rouge, La.	174,233	84
El Paso, Tex.	174,050	85
Tucson, Ariz.	173,099	86
Reading, Pa.	172,992	87
Harrisburg - Lebanon - Carlisle, Pa.	170,560	88
Fresno, Cal.	159,040	89
Youngstown - Warren, Ohio	157,921	90
New Bedford - Fall River - Attleboro, Mass.	154,336	91
Flint, Mich.	154,243	92
Saginaw - Bay City - Midland, Mich.	153,320	93
Manchester - Nashua, N.H.	151,099	94
Jersey City, N.J.	146,063	95
Lake County, Ill.	144,103	96
Albuquerque, N.M.	143,264	97
Columbia, S.C.	139,420	98
McAllen - Edinburg - Mission, Tex.	139,411	99
Des Moines, Iowa	137,567	100
Total Top 100	**52,518,718**	
Chattanooga, Tenn.	137,325	101
Anchorage, Alas.	136,390	102
Trenton, N.J.	134,238	103
Lexington-Fayette, Ky.	133,135	104
Tacoma, Wash.	132,847	105
Johnson City - Kingsport - Bristol, Tenn.	131,421	106
Canton, Ohio	130,604	107
Lansing - East Lansing, Mich.	130,054	108
Santa Barbara - Santa Maria - Lompoc, Cal.	129,881	109
Jackson, Miss.	129,495	110
Wichita, Kans.	127,482	111
Reno, Nev.	125,720	112
Davenport - Rock Island - Moline, Iowa-Ill.	124,240	113
Beaumont - Port Arthur, Tex.	123,925	114
Huntington - Ashland, W.Va.-Ky.	122,631	115
Madison, Wisc.	122,256	116
Salinas - Seaside - Monterey, Cal.	121,907	117
Mobile, Ala.	120,103	118
Bakersfield, Cal.	117,165	119
Laredo, Tex.	117,023	120
Charleston, S.C.	116,714	121
Fort Wayne, Ind.	114,511	122
Shreveport, La.	112,431	123
Corpus Christi, Tex.	110,760	124
Augusta, Ga.	109,992	125
Spokane, Wash.	109,431	126
Atlantic City, N.J.	108,796	127
Evansville, Ind.	108,109	128
Portland, Me.	107,941	129
Portsmouth - Dover - Rochester, N.H.	107,639	130
Stockton, Cal.	105,412	131
Colorado Springs, Colo.	104,900	132
Brownsville - Harlingen, Tex.	102,629	133
Modesto, Cal.	101,425	134
Orange County, N.Y.	99,268	135
Peoria, Ill.	96,116	136
Ann Arbor, Mich.	95,478	137
Sarasota, Fla.	94,237	138
Santa Rosa - Petaluma, Cal.	94,091	139
Lancaster, Pa.	93,754	140
Utica - Rome, N.Y.	92,756	141
Montgomery, Ala.	92,263	142
Aurora - Elgin, Ill.	90,477	143
Kalamazoo, Mich.	89,198	144
Lafayette, La.	87,697	145
Macon - Warner Robins, Ga.	86,779	146
Melbourne - Titusville - Palm Bay, Fla.	86,327	147
Pensacola, Fla.	86,289	148
South Bend - Mishawaka, Ind.	85,299	149
Rockford, Ill.	84,734	150
Total Top 150	**58,042,013**	
York, Pa.	84,370	151
Lubbock, Tex.	82,219	152
St. Cloud, Minn.	81,870	153
Springfield, Mo.	80,398	154
Savannah, Ga.	79,624	155
Vallejo - Fairfield - Napa, Cal.	78,647	156
Erie, Pa.	78,011	157
Visalia - Tulare - Porterville, Cal.	78,011	157
Amarillo, Tex.	77,280	159
Appleton - Oshkosh - Neenah, Wisc.	77,226	160
Roanoke, Va.	76,236	161
Lakeland - Winter Haven, Fla.	75,854	162
Duluth, Minn.	75,307	163
Springfield, Ill.	75,196	164
Joliet, Ill.	75,119	165
Daytona Beach, Fla.	74,693	166
Fort Myers - Cape Coral, Fla.	73,548	167
Charleston, W.Va.	72,006	168
Cedar Rapids, Iowa	71,958	169
Green Bay, Wisc.	71,608	170
Tallahassee, Fla.	71,053	171
Odessa, Tex.	69,897	172
Columbus, Ga.	67,903	173
Poughkeepsie, N.Y.	67,069	174
Fayetteville, N.C.	65,601	175
Wheeling, W.Va.	65,215	176
Lincoln, Neb.	64,990	177
Longview - Marshall, Tex.	64,661	178
Boulder - Longmont, Colo.	64,317	179
Eugene - Springfield, Ore.	64,314	180
Niagara Falls, N.Y.	64,118	181
Midland, Tex.	63,487	182
Huntsville, Ala.	62,839	183
Binghamton, N.Y.	62,690	184
Lorain - Elyria, Ohio	60,928	185
Lynchburg, Va.	58,941	186
Salem, Ore.	58,400	187
Tyler, Tex.	58,152	188
Abilene, Tex.	57,190	189
Waco, Tex.	57,071	190
Hickory, N.C.	56,557	191
Santa Cruz, Cal.	56,354	192
New London - Norwich, Conn.	55,763	193
Galveston - Texas City, Tex.	55,599	194
Sioux Falls, S.D.	55,480	195
Charlottesville, Va.	55,194	196
Gainesville, Fla.	55,023	197
Biloxi - Gulfport, Miss.	54,707	198
Beaver County, Pa.	54,544	199
Wilmington, N.C.	53,937	200
Total Top 200	**61,403,206**	
Terre Haute, Ind.	53,646	201
Asheville, N.C.	53,636	202
Fargo - Moorhead, N.D.-Minn.	52,994	203
Burlington, Vt.	52,827	204
Tuscaloosa, Ala.	52,475	205
Bloomington - Normal, Ill.	52,401	206
Wichita Falls, Tex.	52,337	207
Monroe, La.	52,048	208
Killeen - Temple, Tex.	51,744	209
Rochester, Minn.	50,446	210
Billings, Mont.	50,427	211
Athens, Ga.	50,374	212
Champaign - Urbana - Rantoul, Ill.	50,190	213
Lima, Ohio	49,695	214
Mansfield, Ohio	49,177	215
Houma - Thibodaux, La.	49,160	216
Altoona, Pa.	48,725	217
Vancouver, Wash.	48,159	218
Fort Pierce, Fla.	48,039	219
Lake Charles, La.	47,527	220
Fort Collins - Loveland, Colo.	46,404	221
Yakima, Wash.	46,186	222
Johnstown, Pa.	46,142	223
Topeka, Kans.	46,021	224
Burlington, N.C.	45,993	225
Pittsfield, Mass.	45,750	226
Lafayette - West Lafayette, Ind.	45,289	227
Decatur, Ill.	45,228	228
Ocala, Fla.	45,209	229
Naples, Fla.	45,185	230
Racine, Wisc.	44,679	231
Olympia, Wash.	44,614	232
Jackson, Tenn.	44,225	233
Janesville - Beloit, Wisc.	44,080	234
Provo - Orem, Utah	44,026	235
Bangor, Me.	43,269	236
Florence, Ala.	43,206	237
Parkersburg - Marietta, W.Va.-Ohio	42,900	238
Alexandria, La.	42,879	239
Boise, Ida.	42,816	240
Benton Harbor, Mich.	42,484	241
Bryan - College Station, Tex.	42,259	242
Brazoria, Tex.	41,736	243
Anderson, Ind.	41,728	244
Dothan, Ala.	41,399	245
Chico, Cal.	41,286	246
Albany, Ga.	41,120	247
Hamilton - Middletown, Ohio	40,847	248
Waterloo - Cedar Falls, Iowa	40,767	249
Sioux City, Iowa	40,761	250
Total Top 250	**63,727,721**	
Richland - Kennewick - Pasco, Wash.	40,429	251
Florence, S.C.	40,027	252
Fort Smith, Ark.	39,933	253
Bradenton, Fla.	39,896	254
Fort Walton Beach, Fla.	39,190	255
Texarkana, Tex.-Ark.	39,036	256
Elmira, N.Y.	38,805	257
Williamsport, Pa.	38,668	258
Elkhart - Goshen, Ind.	38,529	259
Muncie, Ind.	38,028	260
Vineland - Millville - Bridgeton, N.J.	37,433	261
La Crosse, Wisc.	37,013	262
Pueblo, Colo.	36,560	263
San Angelo, Tex.	36,380	264
Muskegon, Mich.	36,326	265
Lawton, Okla.	35,602	266
Jackson, Mich.	35,544	267
Joplin, Mo.	35,528	268
Eau Claire, Wisc.	35,395	269
Bloomington, Ind.	35,390	270
Cumberland, Md.	34,911	271
Panama City, Fla.	34,689	272
Grand Forks, N.D.	34,580	273
Kokomo, Ind.	34,361	274
Merced, Cal.	33,598	275
Owensboro, Ky.	33,303	276
St. Joseph, Mo.	33,273	277
Anderson, S.C.	32,924	278
Steubenville - Weirton, Ohio-W.Va.	32,449	279
Santa Fe, N.M.	32,305	280
Clarksville - Hopkinsville, Tenn.-Ky.	32,155	281
Sharon, Pa.	31,794	282
Victoria, Tex.	31,627	283
Glens Falls, N.Y.	31,612	284
Pascagoula, Miss.	31,271	285
Columbia, Mo.	30,845	286
Rapid City, S.D.	30,832	287
Sherman - Denison, Tex.	30,585	288
Redding, Cal.	30,485	289
Bismarck, N.D.	30,375	290
Anniston, Ala.	30,010	291
Hagerstown, Md.	28,612	292
Las Cruces, N.M.	27,980	293
Fayetteville - Springdale, Ark.	27,315	294
Bellingham, Wash.	27,309	295
Dubuque, Iowa	27,135	296
Battle Creek, Mich.	26,622	297
Greeley, Colo.	26,139	298
Lewiston - Auburn, Me.	26,026	299
Yuba City, Cal.	25,928	300
Wausau, Wisc.	25,552	301
Pine Bluff, Ark.	25,466	302
Medford, Ore.	25,413	303
Great Falls, Mont.	25,403	304
Danville, Va.	25,036	305
Bremerton, Wash.	24,996	306
State College, Pa.	24,866	307
Casper, Wyo.	23,458	308
Cheyenne, Wyo.	22,954	309
Iowa City, Iowa	22,159	310
Kenosha, Wisc.	21,730	311
Gadsden, Ala.	21,185	312
Enid, Okla.	21,057	313
Sheboygan, Wisc.	21,029	314
Kankakee, Ill.	20,820	315
Jacksonville, N.C.	15,876	316
Lawrence, Kans.	12,614	317
Total Above Areas	**65,782,096**	
Percent of U.S.	**87.0286**	
U.S. Total	**75,586,797**	

MEN'S & BOYS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	1,804,042	1
Los Angeles - Long Beach, Cal.	1,600,318	2
Chicago, Ill.	1,263,283	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	876,380	4
Philadelphia, Pa.	846,739	5
Washington, D.C.	726,224	6
Detroit, Mich.	725,157	7
Nassau - Suffolk, N.Y.	662,175	8
Houston, Tex.	638,591	9
San Francisco, Cal.	489,177	10
Anaheim - Santa Ana, Cal.	482,721	11
Atlanta, Ga.	467,342	12
Dallas, Tex.	462,351	13
Minneapolis - St. Paul, Minn.	455,967	14
Miami - Hialeah, Fla.	425,836	15
St. Louis, Mo.	417,413	16
San Diego, Cal.	384,106	17
Oakland, Cal.	382,597	18
Baltimore, Md.	374,726	19
Bergen - Passaic, N.J.	369,739	20
Cleveland, Ohio	366,988	21
Pittsburgh, Pa.	350,146	22
Seattle, Wash.	342,752	23
Denver, Colo.	324,450	24
San Jose, Cal.	318,338	25
Kansas City, Mo.-Kans.	314,308	26
Phoenix, Ariz.	308,977	27
Newark, N.J.	303,999	28
Columbus, Ohio	274,525	29
Riverside - San Bernardino, Cal.	271,161	30
Cincinnati, Ohio	256,323	31
Tampa - St. Petersburg - Clearwater, Fla.	242,175	32
Milwaukee, Wisc.	231,586	33
New Orleans, La.	231,055	34
Indianapolis, Ind.	225,340	35
Portland, Ore.	222,620	36
Middlesex - Somerset - Hunterdon, N.J.	215,286	37
Oklahoma City, Okla.	212,329	38
Fort Worth - Arlington, Tex.	211,889	39
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	207,988	40
Hartford - New Britain - Middletown - Bristol, Conn.	205,775	41
Bridgeport - Stamford - Norwalk - Danbury, Conn.	204,935	42
Honolulu, Haw.	197,892	43
San Antonio, Tex.	195,601	44
Sacramento, Cal.	193,935	45
Norfolk - Virginia Beach - Newport News, Va.	188,981	46
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	178,564	47
Memphis, Tenn.	175,841	48
Louisville, Ky.	163,345	49
Monmouth - Ocean, N.J.	162,450	50
Total Top 50	**21,154,407**	
Salt Lake City - Ogden, Utah	161,233	51
Nashville, Tenn.	160,020	52
New Haven - Waterbury - Meriden, Conn.	155,365	53
Providence - Pawtucket - Woonsocket, R.I.	148,398	54
Rochester, N.Y.	148,348	55
Greensboro - Winston-Salem - High Point, N.C.	147,561	56
Dayton - Springfield, Ohio	147,040	57
Buffalo, N.Y.	144,872	58
Albany - Schenectady - Troy, N.Y.	142,217	59
Toledo, Ohio	138,570	60
Birmingham, Ala.	136,724	61
West Palm Beach - Boca Raton - Delray Beach, Fla.	136,104	62
Richmond - Petersburg, Va.	131,651	63
Tulsa, Okla.	126,982	64
Las Vegas, Nev.	124,744	65
Orlando, Fla.	121,898	66
Scranton - Wilkes-Barre, Pa.	116,749	67
Grand Rapids, Mich.	113,875	68
Knoxville, Tenn.	113,207	69
Worcester - Fitchburg - Leominster, Mass.	112,105	70
Austin, Tex.	111,759	71
Raleigh - Durham, N.C.	109,103	72
Omaha, Neb.	107,602	73
Springfield, Mass.	104,842	74
Syracuse, N.Y.	104,557	75
Jacksonville, Fla.	103,009	76
Wilmington, Del.	100,743	77
Oxnard - Ventura, Cal.	99,819	78
Greenville - Spartanburg, S.C.	96,623	79
Allentown - Bethlehem, Pa.	96,104	80
Tucson, Ariz.	94,311	81
Gary - Hammond, Ind.	93,181	82
Baton Rouge, La.	92,313	83
Fresno, Cal.	91,374	84
El Paso, Tex.	89,006	85
Little Rock - North Little Rock, Ark.	86,452	86
Reading, Pa.	85,828	87
Akron, Ohio	85,769	88
Portland, Me.	84,706	89
Harrisburg - Lebanon - Carlisle, Pa.	84,427	90
Jersey City, N.J.	83,265	91
New Bedford - Fall River - Attleboro, Mass.	82,013	92
Manchester - Nashua, N.H.	79,940	93
Flint, Mich.	79,323	94
Youngstown - Warren, Ohio	78,946	95
Albuquerque, N.M.	77,285	96
Saginaw - Bay City - Midland, Mich.	76,393	97
Wichita, Kans.	75,807	98
Des Moines, Iowa	71,823	99
Chattanooga, Tenn.	71,770	100
Total Top 100	**26,580,183**	
Anchorage, Alas.	70,407	101
McAllen - Edinburg - Mission, Tex.	69,708	102
Tacoma, Wash.	69,647	103
Lake County, Ill.	69,612	104
Beaumont - Port Arthur, Tex.	69,151	105
Huntington - Ashland, W.Va.-Ky.	69,020	106
Reno, Nev.	68,184	107
Bakersfield, Cal.	68,108	108
Columbia, S.C.	67,817	109
Santa Barbara - Santa Maria - Lompoc, Cal.	67,665	110
Madison, Wisc.	67,067	111
Lansing - East Lansing, Mich.	66,912	112
Lexington-Fayette, Ky.	66,498	113
Johnson City - Kingsport - Bristol, Tenn.	65,487	114
Mobile, Ala.	63,342	115
Trenton, N.J.	62,954	116
Charleston, S.C.	62,760	117
Atlantic City, N.J.	62,600	118
Jackson, Miss.	61,742	119
Davenport - Rock Island - Moline, Iowa-Ill.	59,440	120
Canton, Ohio	59,321	121
Colorado Springs, Colo.	59,268	122
Fort Wayne, Ind.	59,048	123
Shreveport, La.	58,882	124
Salinas - Seaside - Monterey, Cal.	58,299	125
Spokane, Wash.	57,427	126
Evansville, Ind.	56,712	127
Stockton, Cal.	56,261	128
Augusta, Ga.	55,806	129
Portsmouth - Dover - Rochester, N.H.	54,603	130
York, Pa.	54,288	131
Loredo, Tex.	52,667	132
Brownsville - Harlingen, Tex.	51,180	133
Orange County, N.Y.	51,035	134
Ann Arbor, Mich.	50,564	135
Modesto, Cal.	50,386	136
Lancaster, Pa.	50,051	137
Santa Rosa - Petaluma, Cal.	50,039	138
Corpus Christi, Tex.	49,898	139
Vallejo - Fairfield - Napa, Cal.	47,408	140
Peoria, Ill.	46,733	141
Kalamazoo, Mich.	45,652	142
Appleton - Oshkosh - Neenah, Wisc.	45,436	143
South Bend - Mishawaka, Ind.	44,710	144
Lafayette, La.	44,535	145
Lubbock, Tex.	44,532	146
Aurora - Elgin, Ill.	44,365	147
St. Cloud, Minn.	43,746	148
Utica - Rome, N.Y.	43,265	149
Springfield, Mo.	42,475	150
Total Top 150	**29,436,896**	
Montgomery, Ala.	41,580	151
Pensacola, Fla.	41,344	152
Macon - Warner Robins, Ga.	41,218	153
Green Bay, Wisc.	41,127	154
Rockford, Ill.	40,659	155
Visalia - Tulare - Porterville, Cal.	40,645	156
Roanoke, Va.	40,487	157
Erie, Pa.	40,276	158
Savannah, Ga.	39,674	159
Melbourne - Titusville - Palm Bay, Fla.	39,656	160
Lakeland - Winter Haven, Fla.	39,476	161
Odessa, Tex.	38,812	162
Duluth, Minn.	38,226	163
Joliet, Ill.	36,729	164
Daytona Beach, Fla.	36,500	165
Amarillo, Tex.	36,483	166
Charleston, W.Va.	35,888	167
Binghamton, N.Y.	35,830	168
Sarasota, Fla.	35,426	169
Boulder - Longmont, Colo.	35,251	170
Midland, Tex.	34,881	171
Fort Myers - Cape Coral, Fla.	34,828	172
Huntsville, Ala.	34,328	173
Cedar Rapids, Iowa	34,185	174
Salem, Ore.	34,033	175
Eugene - Springfield, Ore.	33,890	176
Tallahassee, Fla.	33,775	177
Fayetteville, N.C.	33,011	178
Niagara Falls, N.Y.	32,966	179
Wheeling, W.Va.	32,805	180
Burlington, Vt.	32,464	181
Springfield, Ill.	32,317	182
Poughkeepsie, N.Y.	32,073	183
Lincoln, Neb.	31,993	184
Columbus, Ga.	31,531	185
Longview - Marshall, Tex.	31,342	186
Lorain - Elyria, Ohio	30,853	187
Galveston - Texas City, Tex.	30,323	188
Bangor, Me.	30,241	189
Waco, Tex.	30,226	190
Gainesville, Fla.	30,011	191
Lynchburg, Va.	28,688	192
Tyler, Tex.	28,618	193
Lima, Ohio	28,386	194
Champaign - Urbana - Rantoul, Ill.	28,339	195
Beaver County, Pa.	28,144	196
Killeen - Temple, Tex.	28,139	197
Charlottesville, Va.	27,953	198
Sioux Falls, S.D.	27,946	199
Santa Cruz, Cal.	27,440	200
Total Top 200	**31,147,912**	
New London - Norwich, Conn.	27,356	201
Topeka, Kans.	27,060	202
Wilmington, N.C.	26,711	203
Asheville, N.C.	26,691	204
Abilene, Tex.	26,472	205
Terre Haute, Ind.	26,452	206
Vancouver, Wash.	26,379	207
Fargo - Moorhead, N.D.-Minn.	26,341	208
Bloomington - Normal, Ill.	25,938	209
Pittsfield, Mass.	25,858	210
Houma - Thibodaux, La.	25,821	211
Mansfield, Ohio	25,224	212
Athens, Ga.	25,050	213
Provo - Orem, Utah	24,901	214
Johnstown, Pa.	24,820	215
Decatur, Ill.	24,778	216
Biloxi - Gulfport, Miss.	24,548	217
Lafayette - West Lafayette, Ind.	24,399	218
Billings, Mont.	24,397	219
Parkersburg - Marietta, W.Va.-Ohio	24,309	220
Hickory, N.C.	24,287	221
Yakima, Wash.	24,121	222
Monroe, La.	24,102	223
Wichita Falls, Tex.	23,837	224
Fort Collins - Loveland, Colo.	23,796	225
Boise, Ida.	23,354	226
Fort Pierce, Fla.	23,168	227
Benton Harbor, Mich.	23,160	228
Rochester, Minn.	22,960	229
Jackson, Tenn.	22,838	230
Fort Smith, Ark.	22,706	231
Lake Charles, La.	22,696	232
Alexandria, La.	22,516	233
Olympia, Wash.	22,425	234
Waterloo - Cedar Falls, Iowa	22,376	235
Racine, Wisc.	21,891	236
Florence, Ala.	21,852	237
Tuscaloosa, Ala.	21,599	238
Dothan, Ala.	21,413	239
Sioux City, Iowa	21,378	240
Brazoria, Tex.	21,289	241
Vineland - Millville - Bridgeton, N.J.	21,142	242
Janesville - Beloit, Wisc.	21,106	243
Naples, Fla.	21,081	244
Burlington, N.C.	20,981	245
Muncie, Ind.	20,930	246
Altoona, Pa.	20,727	247
Albany, Ga.	20,634	248
Chico, Cal.	20,249	249
Hamilton - Middletown, Ohio	20,049	250
Total Top 250	**32,326,080**	
Joplin, Mo.	20,020	251
Richland - Kennewick - Pasco, Wash.	20,016	252
Anderson, Ind.	19,875	253
Bradenton, Fla.	19,801	254
Bryan - College Station, Tex.	19,732	255
Bloomington, Ind.	19,489	256
Texarkana, Tex.-Ark.	19,327	257
Williamsport, Pa.	19,127	258
Elmira, N.Y.	18,682	259
Clarksville - Hopkinsville, Tenn.-Ky.	18,606	260
Fort Walton Beach, Fla.	18,593	261
Hagerstown, Md.	18,583	262
Lawton, Okla.	18,548	263
Muskegon, Mich.	18,507	264
Lewiston - Auburn, Me.	18,456	265
Owensboro, Ky.	18,233	266
Cumberland, Md.	18,107	267
La Crosse, Wisc.	18,101	268
Pueblo, Colo.	18,093	269
Eau Claire, Wisc.	18,072	270
Florence, S.C.	18,002	271
Pascagoula, Miss.	17,896	272
Jackson, Mich.	17,883	273
Merced, Cal.	17,879	274
Ocala, Fla.	17,863	275
Fayetteville - Springdale, Ark.	17,542	276
Panama City, Fla.	17,466	277
Kokomo, Ind.	17,400	278
Anderson, S.C.	17,352	279
Rapid City, S.D.	17,130	280
Grand Forks, N.D.	16,940	281
Elkhart - Goshen, Ind.	16,828	282
Sharon, Pa.	16,637	283
Santa Fe, N.M.	16,626	284
Steubenville - Weirton, Ohio-W.Va.	16,211	285
St. Joseph, Mo.	16,053	286
Victoria, Tex.	15,929	287
Anniston, Ala.	15,810	288
San Angelo, Tex.	15,607	289
Bismarck, N.D.	15,554	290
Redding, Cal.	15,527	291
Dubuque, Iowa	15,280	292
Battle Creek, Mich.	14,692	293
Kenosha, Wisc.	14,692	293
Yuba City, Cal.	14,557	295
Bremerton, Wash.	14,455	296
Glens Falls, N.Y.	14,418	297
Bellingham, Wash.	14,387	298
Columbia, Mo.	14,149	299
Wausau, Wisc.	14,082	300
Las Cruces, N.M.	13,720	301
Greeley, Colo.	13,635	302
State College, Pa.	13,619	303
Cheyenne, Wyo.	13,054	304
Pine Bluff, Ark.	13,040	305
Medford, Ore.	12,934	306
Great Falls, Mont.	12,632	307
Danville, Va.	12,595	308
Casper, Wyo.	12,580	309
Sherman - Denison, Tex.	12,373	310
Gadsden, Ala.	12,188	311
Enid, Okla.	11,909	312
Iowa City, Iowa	11,615	313
Sheboygan, Wisc.	11,313	314
Jacksonville, N.C.	10,191	315
Kankakee, Ill.	10,118	316
Lawrence, Kans.	7,117	317
Total Above Areas	**33,393,528**	
Percent of U.S.	**85.8417**	
U.S. Total	**38,901,289**	

FOOTWEAR SALES

Area	($000)	Rank
New York, N.Y.	1,058,054	1
Los Angeles - Long Beach, Cal.	910,681	2
Chicago, Ill.	781,489	3
Philadelphia, Pa.	482,332	4
Detroit, Mich.	444,109	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	413,533	6
Washington, D.C.	409,609	7
Houston, Tex.	379,968	8
Nassau - Suffolk, N.Y.	350,285	9
Dallas, Tex.	314,463	10
San Francisco, Cal.	284,573	11
Atlanta, Ga.	275,677	12
Miami - Hialeah, Fla.	271,747	13
Anaheim - Santa Ana, Cal.	264,195	14
St. Louis, Mo.	242,749	15
San Diego, Cal.	221,429	16
Minneapolis - St. Paul, Minn.	216,571	17
Cleveland, Ohio	206,091	18
Pittsburgh, Pa.	204,552	19
Oakland, Cal.	203,373	20
Bergen - Passaic, N.J.	201,526	21
Baltimore, Md.	198,481	22
Seattle, Wash.	198,208	23
Newark, N.J.	197,627	24
Denver, Colo.	179,252	25
San Jose, Cal.	176,152	26
Phoenix, Ariz.	167,431	27
New Orleans, La.	166,509	28
Kansas City, Mo.-Kans.	157,990	29
Riverside - San Bernardino, Cal.	148,042	30
Cincinnati, Ohio	138,321	31
Tampa - St. Petersburg - Clearwater, Fla.	134,153	32
Portland, Ore.	133,319	33
San Antonio, Tex.	129,000	34
Fort Worth - Arlington, Tex.	127,412	35
Milwaukee, Wisc.	125,401	36
Indianapolis, Ind.	118,324	37
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	117,573	38
Hartford - New Britain - Middletown - Bristol, Conn.	116,760	39
Columbus, Ohio	116,623	40
Oklahoma City, Okla.	116,542	41
Memphis, Tenn.	115,361	42
Bridgeport - Stamford - Norwalk - Danbury, Conn.	115,167	43
Sacramento, Cal.	115,077	44
Middlesex - Somerset - Hunterdon, N.J.	114,010	45
Norfolk - Virginia Beach - Newport News, Va.	113,277	[illegible]
Salt Lake City - Ogden, Utah	93,626	[illegible]
Louisville, Ky.	91,221	[illegible]
Nashville, Tenn.	88,958	49
Greensboro - Winston-Salem - High Point, N.C.	86,720	50
Total Top 50	**12,033,543**	
Orlando, Fla.	85,275	51
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	85,016	52
Rochester, N.Y.	84,152	53
Austin, Tex.	82,720	54
Buffalo, N.Y.	82,021	55
Monmouth - Ocean, N.J.	82,008	56
Dayton - Springfield, Ohio	80,206	57
West Palm Beach - Boca Raton - Delray Beach, Fla.	77,946	58
Honolulu, Haw.	77,265	59
Albany - Schenectady - Troy, N.Y.	77,111	60
Richmond - Petersburg, Va.	73,118	61
Birmingham, Ala.	72,905	62
Las Vegas, Nev.	70,263	63
Providence - Pawtucket - Woonsocket, R.I.	69,034	64
Knoxville, Tenn.	67,251	65
New Haven - Waterbury - Meriden, Conn.	66,477	66
Tulsa, Okla.	66,160	67
Jacksonville, Fla.	64,089	68
Raleigh - Durham, N.C.	63,183	69
Toledo, Ohio	62,705	70
Scranton - Wilkes-Barre, Pa.	62,060	71
El Paso, Tex.	60,618	72
Reading, Pa.	59,506	73
Allentown - Bethlehem, Pa.	58,509	74
Baton Rouge, La.	57,342	75
Grand Rapids, Mich.	55,991	76
Greenville - Spartanburg, S.C.	55,604	77
Omaha, Neb.	55,554	78
Gary - Hammond, Ind.	55,360	79
Springfield, Mass.	54,332	80
Fresno, Cal.	52,379	81
New Bedford - Fall River - Attleboro, Mass.	51,133	82
Wilmington, Del.	50,828	83
Tucson, Ariz.	50,512	84
Syracuse, N.Y.	50,142	85
Little Rock - North Little Rock, Ark.	49,381	86
Jersey City, N.J.	49,249	87
Akron, Ohio	49,073	88
Harrisburg - Lebanon - Carlisle, Pa.	48,827	89
Oxnard - Ventura, Cal.	47,714	90
Youngstown - Warren, Ohio	47,067	91
Albuquerque, N.M.	46,765	92
Portland, Me.	44,520	93
Santa Barbara - Santa Maria - Lompoc, Cal.	44,498	94
Worcester - Fitchburg - Leominster, Mass.	44,466	95
Jackson, Miss.	43,910	96
Lake County, Ill.	42,946	97
Tacoma, Wash.	41,573	98
Beaumont - Port Arthur, Tex.	41,304	99
Bakersfield, Cal.	40,925	100
Total Top 100	**15,034,536**	
Chattanooga, Tenn.	40,747	101
Saginaw - Bay City - Midland, Mich.	40,374	102
Roanoke, Va.	39,142	103
Anchorage, Alas.	38,852	104
Trenton, N.J.	38,817	105
Shreveport, La.	38,472	106
Wichita, Kans.	38,166	107
Corpus Christi, Tex.	38,056	108
McAllen - Edinburg - Mission, Tex.	37,534	109
Mobile, Ala.	36,741	110
Manchester - Nashua, N.H.	36,727	111
Flint, Mich.	36,567	112
Charleston, S.C.	36,148	113
Reno, Nev.	36,020	114
Lansing - East Lansing, Mich.	35,525	115
Modesto, Cal.	34,844	116
Columbia, S.C.	34,417	117
Spokane, Wash.	34,291	118
Johnson City - Kingsport - Bristol, Tenn.	34,186	119
Madison, Wisc.	34,058	120
Evansville, Ind.	33,801	121
Des Moines, Iowa	33,577	122
Lexington-Fayette, Ky.	33,214	123
Huntington - Ashland, W.Va.-Ky.	33,070	124
Canton, Ohio	32,920	125
Salinas - Seaside - Monterey, Cal.	32,830	126
Colorado Springs, Colo.	32,770	127
Augusta, Ga.	32,268	128
Davenport - Rock Island - Moline, Iowa-Ill.	31,773	129
Fort Wayne, Ind.	31,701	130
Laredo, Tex.	31,611	131
Atlantic City, N.J.	31,090	132
Stockton, Cal.	30,299	133
Santa Rosa - Petaluma, Cal.	30,074	134
Lubbock, Tex.	29,699	135
Lafayette, La.	29,559	136
Savannah, Ga.	28,894	137
Lancaster, Pa.	28,467	138
Brownsville - Harlingen, Tex.	28,000	139
York, Pa.	27,434	140
Peoria, Ill.	27,293	141
Portsmouth - Dover - Rochester, N.H.	26,946	142
Vallejo - Fairfield - Napa, Cal.	26,006	143
Orange County, N.Y.	25,796	144
Lynchburg, Va.	25,618	145
Utica - Rome, N.Y.	25,517	146
Ann Arbor, Mich.	25,516	147
Asheville, N.C.	25,417	148
Montgomery, Ala.	25,146	149
Kalamazoo, Mich.	24,970	150
Total Top 150	**16,655,496**	
Sarasota, Fla.	24,251	151
urora - Elgin, Ill.	24,152	152
Appleton - Oshkosh - Neenah, Wisc.	23,876	153
Amarillo, Tex.	23,806	154
Odessa, Tex.	23,723	155
Macon - Warner Robins, Ga.	23,107	156
Rockford, Ill.	23,063	157
Galveston - Texas City, Tex.	22,768	158
Pensacola, Fla.	22,528	159
Erie, Pa.	22,414	160
South Bend - Mishawaka, Ind.	22,036	161
Binghamton, N.Y.	21,992	162
Visalia - Tulare - Porterville, Cal.	21,946	163
Springfield, Mo.	21,668	164
Lakeland - Winter Haven, Fla.	21,607	165
Fayetteville, N.C.	21,553	166
Tyler, Tex.	20,982	167
Poughkeepsie, N.Y.	20,889	168
Joliet, Ill.	20,718	169
Daytona Beach, Fla.	20,429	170
Charleston, W.Va.	20,364	171
Boulder - Longmont, Colo.	20,322	172
Melbourne - Titusville - Palm Bay, Fla.	20,306	173
Longview - Marshall, Tex.	20,246	174
Waco, Tex.	20,169	175
Green Bay, Wisc.	19,840	176
Salem, Ore.	19,690	177
Columbus, Ga.	19,626	178
Eugene - Springfield, Ore.	19,253	179
Midland, Tex.	19,011	180
Wheeling, W.Va.	18,607	181
Tallahassee, Fla.	18,598	182
Burlington, N.C.	18,438	183
Fort Myers - Cape Coral, Fla.	18,186	184
Abilene, Tex.	18,018	185
Monroe, La.	17,814	186
Duluth, Minn.	16,936	187
Springfield, Ill.	16,908	188
Lincoln, Neb.	16,575	189
Niagara Falls, N.Y.	16,544	190
Athens, Ga.	16,476	191
Wichita Falls, Tex.	16,294	192
Huntsville, Ala.	16,147	193
Racine, Wisc.	16,055	194
Champaign - Urbana - Rantoul, Ill.	15,977	195
Lorain - Elyria, Ohio	15,973	196
Biloxi - Gulfport, Miss.	15,914	197
Houma - Thibodaux, La.	15,682	198
Provo - Orem, Utah	15,587	199
Hickory, N.C.	15,506	200
Total Top 200	**17,638,066**	
Cedar Rapids, Iowa	15,418	201
New London - Norwich, Conn.	15,329	202
Yakima, Wash.	15,210	203
Killeen - Temple, Tex.	15,008	204
Burlington, Vt.	14,862	205
Bangor, Me.	14,834	206
Rochester, Minn.	14,651	207
Santa Cruz, Cal.	14,523	208
Naples, Fla.	14,520	209
Billings, Mont.	14,365	210
Sioux Falls, S.D.	14,275	211
Albany, Ga.	14,199	212
Wilmington, N.C.	14,023	213
Sharon, Pa.	14,008	214
Tuscaloosa, Ala.	13,934	215
Johnstown, Pa.	13,866	216
Bryan - College Station, Tex.	13,853	217
Gainesville, Fla.	13,719	218
Fort Pierce, Fla.	13,711	219
Alexandria, La.	13,493	220
Lake Charles, La.	13,407	221
Fort Collins - Loveland, Colo.	13,353	222
Topeka, Kans.	13,341	223
Texarkana, Tex.-Ark.	13,203	224
Olympia, Wash.	13,166	225
Bloomington - Normal, Ill.	13,118	226
Altoona, Pa.	13,078	227
Terre Haute, Ind.	13,033	228
Brazoria, Tex.	13,020	229
Boise, Ida.	12,936	230
Williamsport, Pa.	12,678	231
Lima, Ohio	12,634	232
Vancouver, Wash.	12,608	233
Charlottesville, Va.	12,568	234
Chico, Cal.	12,555	235
Janesville - Beloit, Wisc.	12,473	236
Parkersburg - Marietta, W.Va.-Ohio	12,419	237
Lafayette - West Lafayette, Ind.	12,241	238
Elkhart - Goshen, Ind.	12,212	239
Jackson, Tenn.	12,196	240
San Angelo, Tex.	12,193	241
Fargo - Moorhead, N.D.-Minn.	12,171	242
Mansfield, Ohio	12,147	243
Ocala, Fla.	11,955	244
Benton Harbor, Mich.	11,910	245
Muncie, Ind.	11,831	246
Beaver County, Pa.	11,765	247
Bradenton, Fla.	11,688	248
Florence, S.C.	11,613	249
Anderson, S.C.	11,606	250
Total Top 250	**18,300,985**	
Santa Fe, N.M.	11,498	251
Fort Smith, Ark.	11,487	252
Richland - Kennewick - Pasco, Wash.	11,354	253
Sioux City, Iowa	11,316	254
Dothan, Ala.	11,221	255
Decatur, Ill.	11,096	256
Redding, Cal.	11,083	257
Pittsfield, Mass.	10,993	258
Waterloo - Cedar Falls, Iowa	10,753	259
Pueblo, Colo.	10,591	260
Pascagoula, Miss.	10,546	261
Joplin, Mo.	10,538	262
Elmira, N.Y.	10,497	263
Muskegon, Mich.	10,492	264
Anderson, Ind.	10,289	265
Hagerstown, Md.	10,153	266
Hamilton - Middletown, Ohio	10,106	267
St. Cloud, Minn.	9,967	268
Panama City, Fla.	9,928	269
Kokomo, Ind.	9,919	270
Florence, Ala.	9,904	271
Lawton, Okla.	9,809	272
Victoria, Tex.	9,794	273
Vineland - Millville - Bridgeton, N.J.	9,770	274
Eau Claire, Wisc.	9,739	275
Jackson, Mich.	9,668	276
Bismarck, N.D.	9,603	277
La Crosse, Wisc.	9,500	278
Clarksville - Hopkinsville, Tenn.-Ky.	9,496	279
Cumberland, Md.	9,482	280
Bloomington, Ind.	9,480	281
Yuba City, Cal.	8,996	282
Medford, Ore.	8,950	283
Lewiston - Auburn, Me.	8,921	284
Fayetteville - Springdale, Ark.	8,809	285
Owensboro, Ky.	8,666	286
Fort Walton Beach, Fla.	8,627	287
Glens Falls, N.Y.	8,620	288
Pine Bluff, Ark.	8,549	289
Las Cruces, N.M.	8,509	290
Bremerton, Wash.	8,417	291
St. Joseph, Mo.	8,308	292
Steubenville - Weirton, Ohio-W.Va.	8,287	293
Bellingham, Wash.	8,254	294
Grand Forks, N.D.	8,201	295
Danville, Va.	8,191	296
Merced, Cal.	8,184	297
Rapid City, S.D.	7,982	298
Greeley, Colo.	7,958	299
Dubuque, Iowa	7,539	300
Wausau, Wisc.	7,415	301
Sherman - Denison, Tex.	7,381	302
Casper, Wyo.	7,166	303
Kenosha, Wisc.	7,156	304
Anniston, Ala.	7,130	305
State College, Pa.	6,953	306
Columbia, Mo.	6,849	307
Battle Creek, Mich.	6,821	308
Sheboygan, Wisc.	6,780	309
Jacksonville, N.C.	6,711	310
Cheyenne, Wyo.	6,691	311
Gadsden, Ala.	6,591	312
Great Falls, Mont.	6,515	313
Kankakee, Ill.	6,462	314
Iowa City, Iowa	6,289	315
Enid, Okla.	5,926	316
Lawrence, Kans.	4,437	317
Total Above Areas	**18,894,298**	
Percent of U.S.	**86.4388**	
U.S. Total	**21,858,586**	

MAJOR HOUSEHOLD APPLIANCE SALES

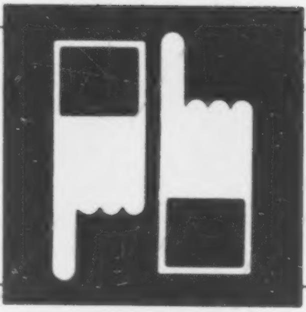
Area	($000)	Rank
Los Angeles - Long Beach, Cal.	590,247	1
New York, N.Y.	385,151	2
Chicago, Ill.	354,527	3
Philadelphia, Pa.	297,846	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	268,912	5
Detroit, Mich.	254,439	6
Houston, Tex.	253,854	7
Washington, D.C.	241,867	8
Dallas, Tex.	192,265	9
Nassau - Suffolk, N.Y.	191,571	10
St. Louis, Mo.	172,884	11
Tampa - St. Petersburg - Clearwater, Fla.	171,472	12
Minneapolis - St. Paul, Minn.	166,950	13
Atlanta, Ga.	162,198	14
San Diego, Cal.	158,652	15
Anaheim - Santa Ana, Cal.	151,427	16
Baltimore, Md.	145,511	17
Denver, Colo.	145,118	18
Oakland, Cal.	144,514	19
Miami - Hialeah, Fla.	139,833	20
Cleveland, Ohio	134,203	21
Phoenix, Ariz.	132,766	22
Bergen - Passaic, N.J.	128,794	23
Kansas City, Mo.-Kans.	126,777	24
San Jose, Cal.	124,554	25
New Orleans, La.	123,951	26
San Francisco, Cal.	123,612	27
Pittsburgh, Pa.	122,181	28
Newark, N.J.	120,465	29
Seattle, Wash.	115,755	30
Riverside - San Bernardino, Cal.	110,029	31
Cincinnati, Ohio	100,348	32
Fort Worth - Arlington, Tex.	97,199	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	96,075	34
Sacramento, Cal.	94,631	35
Norfolk - Virginia Beach - Newport News, Va.	92,405	36
Middlesex - Somerset - Hunterdon, N.J.	85,514	37
Indianapolis, Ind.	83,975	38
Oklahoma City, Okla.	83,961	39
Portland, Ore.	82,269	40
Milwaukee, Wisc.	81,957	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	81,032	42
Bridgeport - Stamford - Norwalk - Danbury, Conn.	78,394	43
San Antonio, Tex.	75,306	44
Hartford - New Britain - Middletown - Bristol, Conn.	74,217	45
Greensboro - Winston-Salem - High Point, N.C.	71,113	46
Salt Lake City - Ogden, Utah	69,221	47
Memphis, Tenn.	68,847	48
West Palm Beach - Boca Raton - Delray Beach, Fla.	68,027	49
Louisville, Ky.	64,273	50
Total Top 50	**7,501,089**	
Nashville, Tenn.	63,601	51
Richmond - Petersburg, Va.	62,031	52
Rochester, N.Y.	61,343	53
Dayton - Springfield, Ohio	60,743	54
Jacksonville, Fla.	60,058	55
Buffalo, N.Y.	59,377	56
Orlando, Fla.	59,145	57
Baton Rouge, La.	58,369	58
Raleigh - Durham, N.C.	58,199	59
Austin, Tex.	57,800	60
Tulsa, Okla.	57,124	61
Columbus, Ohio	56,842	62
Omaha, Neb.	56,685	63
Monmouth - Ocean, N.J.	56,546	64
Albany - Schenectady - Troy, N.Y.	55,991	65
Grand Rapids, Mich.	55,856	66
Las Vegas, Nev.	55,442	67
Providence - Pawtucket - Woonsocket, R.I.	53,389	68
New Haven - Waterbury - Meriden, Conn.	49,275	69
Toledo, Ohio	48,410	70
Birmingham, Ala.	46,958	71
Knoxville, Tenn.	45,882	72
Springfield, Mass.	45,573	73
Honolulu, Haw.	43,960	74
Gary - Hammond, Ind.	43,940	75
Greenville - Spartanburg, S.C.	43,845	76
Worcester - Fitchburg - Leominster, Mass.	43,806	77
Corpus Christi, Tex.	42,425	78
Harrisburg - Lebanon - Carlisle, Pa.	41,777	79
Youngstown - Warren, Ohio	40,599	80
Scranton - Wilkes-Barre, Pa.	39,436	81
Beaumont - Port Arthur, Tex.	39,148	82
Wilmington, Del.	38,986	83
Akron, Ohio	38,257	84
Lancaster, Pa.	38,064	85
Oxnard - Ventura, Cal.	37,978	86
Little Rock - North Little Rock, Ark.	37,052	87
Syracuse, N.Y.	36,679	88
Wichita, Kans.	36,567	89
Allentown - Bethlehem, Pa.	35,920	90
Albuquerque, N.M.	35,864	91
Anchorage, Alas.	34,968	92
Flint, Mich.	34,712	93
Daytona Beach, Fla.	34,258	94
Tucson, Ariz.	33,996	95
New Bedford - Fall River - Attleboro, Mass.	33,772	96
El Paso, Tex.	33,371	97
Mobile, Ala.	33,263	98
Melbourne - Titusville - Palm Bay, Fla.	33,036	99
Johnson City - Kingsport - Bristol, Tenn.	32,886	100
Total Top 100	**9,804,293**	
Manchester - Nashua, N.H.	32,686	101
Madison, Wisc.	32,552	102
Shreveport, La.	32,460	103
Columbia, S.C.	32,102	104
Bakersfield, Cal.	31,324	105
Chattanooga, Tenn.	31,166	106
Jersey City, N.J.	30,586	107
Pensacola, Fla.	30,561	108
Saginaw - Bay City - Midland, Mich.	30,256	109
Charleston, S.C.	29,214	110
Des Moines, Iowa	29,060	111
Sarasota, Fla.	28,965	112
Lansing - East Lansing, Mich.	28,838	113
Santa Barbara - Santa Maria - Lompoc, Cal.	28,594	114
Jackson, Miss.	28,239	115
Lafayette, La.	28,193	116
Reading, Pa.	28,060	117
Colorado Springs, Colo.	28,044	118
Fort Wayne, Ind.	27,936	119
Tacoma, Wash.	27,885	120
Trenton, N.J.	27,516	121
Atlantic City, N.J.	27,257	122
Fresno, Cal.	26,363	123
Fayetteville, N.C.	26,163	124
McAllen - Edinburg - Mission, Tex.	25,986	125
Lake County, Ill.	25,898	126
Binghamton, N.Y.	25,842	127
Brownsville - Harlingen, Tex.	25,831	128
South Bend - Mishawaka, Ind.	25,734	129
Canton, Ohio	25,028	130
Stockton, Cal.	24,757	131
Lakeland - Winter Haven, Fla.	24,634	132
Santa Rosa - Petaluma, Cal.	24,321	133
Fort Myers - Cape Coral, Fla.	23,961	134
Macon - Warner Robins, Ga.	23,839	135
New London - Norwich, Conn.	23,807	136
Spokane, Wash.	23,611	137
Bradenton, Fla.	23,398	138
Vallejo - Fairfield - Napa, Cal.	23,345	139
Lexington-Fayette, Ky.	23,068	140
Reno, Nev.	22,975	141
Modesto, Cal.	22,788	142
St. Cloud, Minn.	22,736	143
Davenport - Rock Island - Moline, Iowa-Ill.	22,701	144
Evansville, Ind.	22,410	145
Visalia - Tulare - Porterville, Cal.	22,365	146
Savannah, Ga.	22,114	147
Charleston, W.Va.	21,882	148
Springfield, Mo.	21,871	149
Peoria, Ill.	21,830	150
Total Top 150	**11,125,045**	
Asheville, N.C.	21,816	151
Salinas - Seaside - Monterey, Cal.	21,749	152
Augusta, Ga.	21,486	153
Kalamazoo, Mich.	21,449	154
Laredo, Tex.	21,388	155
Rockford, Ill.	21,370	156
Roanoke, Va.	21,020	157
Appleton - Oshkosh - Neenah, Wisc.	20,841	158
Amarillo, Tex.	20,664	159
Lake Charles, La.	20,588	160
Ann Arbor, Mich.	20,535	161
Odessa, Tex.	20,280	162
York, Pa.	20,248	163
Portsmouth - Dover - Rochester, N.H.	20,229	164
Galveston - Texas City, Tex.	20,067	165
Lubbock, Tex.	19,676	166
Huntington - Ashland, W.Va.-Ky.	19,544	167
Portland, Me.	19,285	168
Tallahassee, Fla.	19,013	169
Longview - Marshall, Tex.	18,918	170
Boulder - Longmont, Colo.	18,801	171
Erie, Pa.	18,515	172
Columbus, Ga.	17,757	173
Springfield, Ill.	17,450	174
Killeen - Temple, Tex.	17,396	175
Waco, Tex.	17,302	176
Hickory, N.C.	17,112	177
Salem, Ore.	17,025	178
Houma - Thibodaux, La.	16,847	179
Aurora - Elgin, Ill.	16,634	180
Montgomery, Ala.	16,383	181
Huntsville, Ala.	15,932	182
Fort Pierce, Fla.	15,795	183
Naples, Fla.	15,584	184
Abilene, Tex.	15,533	185
Monroe, La.	15,304	186
Duluth, Minn.	15,001	187
Orange County, N.Y.	14,990	188
Topeka, Kans.	14,876	189
Billings, Mont.	14,737	190
Green Bay, Wisc.	14,701	191
Boise, Ida.	14,599	192
Bryan - College Station, Tex.	14,585	193
Utica - Rome, N.Y.	14,500	194
Midland, Tex.	14,064	195
Wichita Falls, Tex.	13,901	196
Eugene - Springfield, Ore.	13,734	197
Johnstown, Pa.	13,705	198
Fort Walton Beach, Fla.	13,692	199
Fort Collins - Loveland, Colo.	13,670	200
Total Top 200	**12,005,336**	
Biloxi - Gulfport, Miss.	13,471	201
Tyler, Tex.	13,293	202
Terre Haute, Ind.	13,229	203
Wheeling, W.Va.	13,181	204
Charlottesville, Va.	12,987	205
Florence, S.C.	12,959	206
Poughkeepsie, N.Y.	12,891	207
Lorain - Elyria, Ohio	12,764	208
Anderson, S.C.	12,593	209
Provo - Orem, Utah	12,521	210
Lafayette - West Lafayette, Ind.	12,248	211
Lynchburg, Va.	12,150	212
Parkersburg - Marietta, W.Va.-Ohio	12,039	213
Chico, Cal.	12,010	214
Joliet, Ill.	11,996	215
Ocala, Fla.	11,987	216
Cedar Rapids, Iowa	11,709	217
Waterloo - Cedar Falls, Iowa	11,696	218
Richland - Kennewick - Pasco, Wash.	11,582	219
Alexandria, La.	11,541	220
Gainesville, Fla.	11,541	220
Lima, Ohio	11,387	222
Decatur, Ill.	11,346	223
Wilmington, N.C.	11,172	224
Burlington, Vt.	11,041	225
San Angelo, Tex.	11,025	226
Lincoln, Neb.	10,955	227
Fort Smith, Ark.	10,913	228
Sioux Falls, S.D.	10,771	229
Dothan, Ala.	10,767	230
Beaver County, Pa.	10,483	231
Eau Claire, Wisc.	10,470	232
Vineland - Millville - Bridgeton, N.J.	10,381	233
Fayetteville - Springdale, Ark.	10,313	234
Florence, Ala.	10,240	235
Great Falls, Mont.	10,121	236
Racine, Wisc.	10,102	237
Hagerstown, Md.	10,068	238
Brazoria, Tex.	10,031	239
Muskegon, Mich.	9,945	240
Albany, Ga.	9,900	241
Santa Cruz, Cal.	9,843	242
Texarkana, Tex.-Ark.	9,815	243
Vancouver, Wash.	9,729	244
Mansfield, Ohio	9,728	245
Pittsfield, Mass.	9,713	246
Burlington, N.C.	9,668	247
Columbia, Mo.	9,623	248
Olympia, Wash.	9,581	249
Yakima, Wash.	9,430	250
Total Top 250	**12,564,285**	
Joplin, Mo.	9,424	251
Pueblo, Colo.	9,396	252
Bremerton, Wash.	9,389	253
Clarksville - Hopkinsville, Tenn.-Ky.	9,380	254
Athens, Ga.	9,333	255
Jacksonville, N.C.	9,313	256
Fargo - Moorhead, N.D.-Minn.	9,276	257
Hamilton - Middletown, Ohio	9,224	258
Altoona, Pa.	9,204	259
Wausau, Wisc.	9,198	260
St. Joseph, Mo.	9,168	261
Muncie, Ind.	9,136	262
Bangor, Me.	9,110	263
Battle Creek, Mich.	9,033	264
La Crosse, Wisc.	8,868	265
Jackson, Tenn.	8,821	266
Sioux City, Iowa	8,814	267
Medford, Ore.	8,811	268
Las Cruces, N.M.	8,790	269
Redding, Cal.	8,770	270
Rochester, Minn.	8,754	271
Owensboro, Ky.	8,752	272
Champaign - Urbana - Rantoul, Ill.	8,743	273
Elmira, N.Y.	8,605	274
Pascagoula, Miss.	8,438	275
Janesville - Beloit, Wisc.	8,398	276
Jackson, Mich.	8,367	277
Lawton, Okla.	8,294	278
Bismarck, N.D.	8,232	279
Santa Fe, N.M.	7,996	280
Gadsden, Ala.	7,961	281
Rapid City, S.D.	7,882	282
Anderson, Ind.	7,853	283
Panama City, Fla.	7,795	284
Niagara Falls, N.Y.	7,784	285
Victoria, Tex.	7,765	286
Kankakee, Ill.	7,672	287
Bellingham, Wash.	7,533	288
Elkhart - Goshen, Ind.	7,523	289
Steubenville - Weirton, Ohio-W.Va.	7,439	290
State College, Pa.	7,272	291
Cheyenne, Wyo.	7,025	292
Greeley, Colo.	6,985	293
Sherman - Denison, Tex.	6,798	294
Bloomington - Normal, Ill.	6,769	295
Merced, Cal.	6,597	296
Yuba City, Cal.	6,429	297
Danville, Va.	6,389	298
Grand Forks, N.D.	6,347	299
Dubuque, Iowa	6,126	300
Pine Bluff, Ark.	6,114	301
Tuscaloosa, Ala.	5,999	302
Kenosha, Wisc.	5,865	303
Sharon, Pa.	5,820	304
Cumberland, Md.	5,485	305
Benton Harbor, Mich.	5,480	306
Kokomo, Ind.	5,135	307
Casper, Wyo.	5,118	308
Anniston, Ala.	5,109	309
Bloomington, Ind.	4,942	310
Enid, Okla.	4,920	311
Williamsport, Pa.	4,844	312
Iowa City, Iowa	4,801	313
Glens Falls, N.Y.	4,462	314
Lewiston - Auburn, Me.	4,343	315
Lawrence, Kans.	4,093	316
Sheboygan, Wisc.	3,985	317
Total Above Areas	**13,061,781**	
Percent of U.S.	**80.4189**	
U.S. Total	**16,242,187**	

FURNITURE & SLEEP EQUIPMENT SALES

Area	($000)	Rank
New York, N.Y.	1,157,331	1
Los Angeles - Long Beach, Cal.	1,063,927	2
Chicago, Ill.	841,233	3
Philadelphia, Pa.	602,594	4
Washington, D.C.	598,279	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	529,807	6
Detroit, Mich.	505,914	7
Houston, Tex.	492,219	8
Nassau - Suffolk, N.Y.	436,503	9
Atlanta, Ga.	365,709	10
Anaheim - Santa Ana, Cal.	318,456	11
Baltimore, Md.	303,012	12
Dallas, Tex.	302,473	13
San Francisco, Cal.	298,705	14
San Diego, Cal.	298,407	15
Minneapolis - St. Paul, Minn.	295,926	16
St. Louis, Mo.	289,954	17
Phoenix, Ariz.	289,148	18
Denver, Colo.	288,180	19
Cleveland, Ohio	286,963	20
Miami - Hialeah, Fla.	283,338	21
Tampa - St. Petersburg - Clearwater, Fla.	268,751	22
Oakland, Cal.	255,363	23
Newark, N.J.	252,072	24
Pittsburgh, Pa.	248,902	25
Bergen - Passaic, N.J.	244,213	26
Seattle, Wash.	226,161	27
San Jose, Cal.	217,572	28
Norfolk - Virginia Beach - Newport News, Va.	213,514	29
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	204,260	30
Kansas City, Mo.-Kans.	193,380	31
Riverside - San Bernardino, Cal.	190,845	32
Greensboro - Winston-Salem - High Point, N.C.	190,794	33
New Orleans, La.	190,274	34
Oklahoma City, Okla.	172,199	35
Cincinnati, Ohio	168,508	36
Middlesex - Somerset - Hunterdon, N.J.	167,163	37
West Palm Beach - Boca Raton - Delray Beach, Fla.	166,710	38
Sacramento, Cal.	155,711	39
Memphis, Tenn.	153,557	40
Columbus, Ohio	153,434	41
Indianapolis, Ind.	153,075	42
San Antonio, Tex.	147,009	43
Milwaukee, Wisc.	143,368	44
Bridgeport - Stamford - Norwalk - Danbury, Conn.	142,772	45
Fort Worth - Arlington, Tex.	141,580	46
Portland, Ore.	138,935	47
Hartford - New Britain - Middletown - Bristol, Conn.	136,688	48
Salt Lake City - Ogden, Utah	134,602	49
Louisville, Ky.	122,681	50
Total Top 50	**15,142,171**	
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	117,642	51
Rochester, N.Y.	117,571	52
Orlando, Fla.	115,931	53
Birmingham, Ala.	108,719	54
Tulsa, Okla.	105,128	55
Dayton - Springfield, Ohio	104,006	56
Albany - Schenectady - Troy, N.Y.	102,136	57
Jacksonville, Fla.	100,538	58
Monmouth - Ocean, N.J.	100,376	59
Nashville, Tenn.	97,850	60
Buffalo, N.Y.	95,719	61
Richmond - Petersburg, Va.	94,662	62
New Haven - Waterbury - Meriden, Conn.	94,474	63
Austin, Tex.	91,124	64
Knoxville, Tenn.	85,340	65
Providence - Pawtucket - Woonsocket, R.I.	85,108	66
Raleigh - Durham, N.C.	83,883	67
Omaha, Neb.	80,692	68
Tucson, Ariz.	79,121	69
Wilmington, Del.	75,402	70
Grand Rapids, Mich.	75,348	71
Toledo, Ohio	74,796	72
Las Vegas, Nev.	74,226	73
Allentown - Bethlehem, Pa.	72,732	74
Baton Rouge, La.	72,609	75
Honolulu, Haw.	71,896	76
Sarasota, Fla.	71,011	77
Fort Myers - Cape Coral, Fla.	69,746	78
Syracuse, N.Y.	68,771	79
El Paso, Tex.	66,244	80
Worcester - Fitchburg - Leominster, Mass.	66,160	81
Scranton - Wilkes-Barre, Pa.	64,282	82
Greenville - Spartanburg, S.C.	62,710	83
Albuquerque, N.M.	61,821	84
Little Rock - North Little Rock, Ark.	60,830	85
Oxnard - Ventura, Cal.	60,513	86
Manchester - Nashua, N.H.	59,991	87
Fresno, Cal.	59,771	88
Charleston, S.C.	59,496	89
Springfield, Mass.	59,393	90
Santa Barbara - Santa Maria - Lompoc, Cal.	59,220	91
Gary - Hammond, Ind.	58,633	92
Chattanooga, Tenn.	57,764	93
Wichita, Kans.	56,244	94
Harrisburg - Lebanon - Carlisle, Pa.	54,837	95
Madison, Wisc.	54,341	96
Shreveport, La.	54,188	97
Colorado Springs, Colo.	53,582	98
Youngstown - Warren, Ohio	53,478	99
Jersey City, N.J.	53,356	100
Total Top 100	**18,965,583**	
New Bedford - Fall River - Attleboro, Mass.	52,662	101
Tacoma, Wash.	52,078	102
Fayetteville, N.C.	51,721	103
Mobile, Ala.	51,162	104
Lake County, Ill.	51,130	105
Anchorage, Alas.	50,374	106
Saginaw - Bay City - Midland, Mich.	50,337	107
Bakersfield, Cal.	49,489	108
Des Moines, Iowa	48,505	109
Akron, Ohio	48,286	110
Jackson, Miss.	48,057	111
Flint, Mich.	47,144	112
Lexington-Fayette, Ky.	46,905	113
Corpus Christi, Tex.	45,794	114
Lancaster, Pa.	43,586	115
Columbia, S.C.	42,546	116
Fort Wayne, Ind.	42,241	117
Evansville, Ind.	41,783	118
Portsmouth - Dover - Rochester, N.H.	41,552	119
Reno, Nev.	41,507	120
Lansing - East Lansing, Mich.	41,500	121
Augusta, Ga.	41,492	122
St. Cloud, Minn.	41,386	123
Beaumont - Port Arthur, Tex.	41,271	124
Modesto, Cal.	40,763	125
Lafayette, La.	40,664	126
Spokane, Wash.	40,602	127
Santa Rosa - Petaluma, Cal.	40,141	128
McAllen - Edinburg - Mission, Tex.	39,491	129
Trenton, N.J.	39,028	130
Davenport - Rock Island - Moline, Iowa-Ill.	39,011	131
Johnson City - Kingsport - Bristol, Tenn.	38,711	132
Melbourne - Titusville - Palm Bay, Fla.	38,637	133
South Bend - Mishawaka, Ind.	38,557	134
Lubbock, Tex.	38,461	135
Rockford, Ill.	37,930	136
Boulder - Longmont, Colo.	37,883	137
Pensacola, Fla.	37,010	138
Vallejo - Fairfield - Napa, Cal.	36,349	139
Daytona Beach, Fla.	36,253	140
Peoria, Ill.	35,967	141
Eugene - Springfield, Ore.	35,758	142
Canton, Ohio	35,031	143
Laredo, Tex.	34,906	144
Odessa, Tex.	34,609	145
Columbus, Ga.	34,113	146
Ann Arbor, Mich.	33,656	147
Macon - Warner Robins, Ga.	33,347	148
Stockton, Cal.	33,254	149
Savannah, Ga.	32,427	150
Total Top 150	**21,040,649**	
Salinas - Seaside - Monterey, Cal.	32,291	151
Naples, Fla.	32,209	152
Orange County, N.Y.	32,038	153
Visalia - Tulare - Porterville, Cal.	31,448	154
Hickory, N.C.	31,288	155
Kalamazoo, Mich.	31,286	156
York, Pa.	31,107	157
Appleton - Oshkosh - Neenah, Wisc.	31,080	158
Reading, Pa.	30,925	159
Atlantic City, N.J.	30,514	160
Springfield, Mo.	30,276	161
Huntington - Ashland, W.Va.-Ky.	30,259	162
Montgomery, Ala.	30,243	163
Utica - Rome, N.Y.	30,164	164
Huntsville, Ala.	29,911	165
Fort Pierce, Fla.	29,738	166
Lakeland - Winter Haven, Fla.	29,486	167
Aurora - Elgin, Ill.	29,211	168
Midland, Tex.	28,231	169
Roanoke, Va.	28,169	170
Killeen - Temple, Tex.	27,624	171
New London - Norwich, Conn.	26,920	172
Poughkeepsie, N.Y.	26,655	173
Tallahassee, Fla.	26,185	174
Brownsville - Harlingen, Tex.	25,878	175
Amarillo, Tex.	25,039	176
Fort Walton Beach, Fla.	24,915	177
Erie, Pa.	24,789	178
Billings, Mont.	24,752	179
Tyler, Tex.	24,644	180
Wichita Falls, Tex.	23,927	181
Wilmington, N.C.	23,897	182
Portland, Me.	23,719	183
Charleston, W.Va.	23,546	184
Lorain - Elyria, Ohio	23,018	185
Duluth, Minn.	22,779	186
Green Bay, Wisc.	22,444	187
Binghamton, N.Y.	22,233	188
Ocala, Fla.	22,065	189
Longview - Marshall, Tex.	21,936	190
Asheville, N.C.	21,911	191
Houma - Thibodaux, La.	21,792	192
Abilene, Tex.	21,069	193
Joplin, Mo.	20,931	194
Jacksonville, N.C.	20,691	195
Biloxi - Gulfport, Miss.	20,673	196
Joliet, Ill.	20,491	197
Waco, Tex.	20,062	198
Lincoln, Neb.	19,901	199
Boise, Ida.	19,863	200
Total Top 200	**22,344,852**	
Sioux Falls, S.D.	19,837	201
Wheeling, W.Va.	19,831	202
Springfield, Ill.	19,818	203
Alexandria, La.	19,264	204
Monroe, La.	19,134	205
Lake Charles, La.	19,038	206
Fort Smith, Ark.	19,036	207
Bradenton, Fla.	19,027	208
Albany, Ga.	17,830	209
Lawton, Okla.	17,679	210
Dothan, Ala.	17,659	211
Santa Cruz, Cal.	17,453	212
Hamilton - Middletown, Ohio	17,290	213
Cedar Rapids, Iowa	17,273	214
Gainesville, Fla.	17,257	215
Lynchburg, Va.	17,215	216
Beaver County, Pa.	17,162	217
Topeka, Kans.	17,139	218
Johnstown, Pa.	16,888	219
Salem, Ore.	16,539	220
Clarksville - Hopkinsville, Tenn.-Ky.	16,382	221
Eau Claire, Wisc.	16,323	222
Charlottesville, Va.	16,262	223
Rochester, Minn.	16,122	224
San Angelo, Tex.	16,060	225
Fargo - Moorhead, N.D.-Minn.	16,050	226
Parkersburg - Marietta, W.Va.-Ohio	16,017	227
Terre Haute, Ind.	15,915	228
Burlington, Vt.	15,807	229
Champaign - Urbana - Rantoul, Ill.	15,638	230
Lima, Ohio	15,636	231
Richland - Kennewick - Pasco, Wash.	15,601	232
Texarkana, Tex.-Ark.	15,571	233
Muncie, Ind.	15,400	234
Altoona, Pa.	15,377	235
Hagerstown, Md.	15,191	236
Racine, Wisc.	14,832	237
Vancouver, Wash.	14,811	238
Niagara Falls, N.Y.	14,747	239
Decatur, Ill.	14,658	240
Waterloo - Cedar Falls, Iowa	14,617	241
Fort Collins - Loveland, Colo.	14,557	242
Bloomington - Normal, Ill.	14,527	243
Brazoria, Tex.	14,443	244
Pueblo, Colo.	14,424	245
Burlington, N.C.	14,238	246
Mansfield, Ohio	14,099	247
Panama City, Fla.	13,919	248
Fayetteville - Springdale, Ark.	13,912	249
Tuscaloosa, Ala.	13,758	250
Total Top 250	**23,162,115**	
Muskegon, Mich.	13,583	251
Las Cruces, N.M.	13,339	252
Galveston - Texas City, Tex.	13,297	253
Yuba City, Cal.	13,164	254
Anderson, S.C.	12,988	255
Sharon, Pa.	12,662	256
Rapid City, S.D.	12,543	257
Olympia, Wash.	12,479	258
Santa Fe, N.M.	12,258	259
Jackson, Tenn.	12,221	260
Bryan - College Station, Tex.	12,210	261
Yakima, Wash.	12,191	262
Provo - Orem, Utah	12,080	263
Jackson, Mich.	12,061	264
Williamsport, Pa.	12,039	265
Bremerton, Wash.	12,024	266
Bismarck, N.D.	11,935	267
Florence, S.C.	11,814	268
Wausau, Wisc.	11,785	269
Victoria, Tex.	11,533	270
Athens, Ga.	11,480	271
Sioux City, Iowa	11,371	272
Columbia, Mo.	11,170	273
Great Falls, Mont.	11,092	274
St. Joseph, Mo.	11,071	275
Chico, Cal.	11,002	276
Kokomo, Ind.	10,858	277
Cheyenne, Wyo.	10,643	278
Casper, Wyo.	10,618	279
Pittsfield, Mass.	10,546	280
Owensboro, Ky.	10,532	281
Grand Forks, N.D.	10,527	282
Redding, Cal.	10,490	283
Bellingham, Wash.	10,384	284
Elkhart - Goshen, Ind.	10,277	285
Merced, Cal.	10,252	286
Bangor, Me.	10,233	287
Greeley, Colo.	10,222	288
La Crosse, Wisc.	10,189	289
Kankakee, Ill.	10,049	290
Sherman - Denison, Tex.	10,000	291
Anderson, Ind.	9,992	292
Enid, Okla.	9,836	293
Steubenville - Weirton, Ohio-W.Va.	9,827	294
Medford, Ore.	9,817	295
Janesville - Beloit, Wisc.	9,654	296
Elmira, N.Y.	9,646	297
Lafayette - West Lafayette, Ind.	9,560	298
Kenosha, Wisc.	9,514	299
Vineland - Millville - Bridgeton, N.J.	9,496	300
Pascagoula, Miss.	9,447	301
Florence, Ala.	9,263	302
Cumberland, Md.	9,073	303
State College, Pa.	8,961	304
Anniston, Ala.	8,917	305
Gadsden, Ala.	8,658	306
Battle Creek, Mich.	8,554	307
Benton Harbor, Mich.	8,549	308
Glens Falls, N.Y.	8,213	309
Pine Bluff, Ark.	8,200	310
Sheboygan, Wisc.	7,974	311
Dubuque, Iowa	7,460	312
Danville, Va.	7,407	313
Bloomington, Ind.	7,315	314
Iowa City, Iowa	6,589	315
Lewiston - Auburn, Me.	5,660	316
Lawrence, Kans.	3,734	317
Total Above Areas	**23,854,643**	
Percent of U.S.	**85.2745**	
U.S. Total	**27,973,938**	

SECTION C

Sales and Marketing
MANAGEMENT



1990 Projections For U.S. Metropolitan Markets

Data in this Survey of Buying Power—Part II have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from the 1980 Census of Population and Housing. **Total Population** is a head-count estimate of all **persons** living in the metropolitan market at the end of the year. It includes persons living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. The **projected 1990 population** is based upon expected trends in births, deaths, outmigration, and inmigration.

2 Percent Change between 12/31/85 and 12/31/90, with 1985 as the base year, of a market's total population. A minus sign indicates a decline.

3 Households are units made up of families or unrelated individuals occupying a house, apartment, or other group of rooms, or a room regarded as a housing unit under the rules of the 1980 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. The projection is based upon population trends that will affect household size.

4 Percent Change between 12/31/85 and 12/31/90, with 1985 as the base year, of a market's total households. A minus sign indicates a decline.

5 Effective Buying Income (EBI), a classification developed exclusively by Sales and Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income. EBI for 1990 is stated in current dollars.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 28 *Survey of Buying Power*, should be considered.

6 Percent Change between 1985 and 1990, with 1985 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 Average Household Effective Buying Income (EBI) is calculated by dividing the number of households into total EBI. Often used as an indicator of market quality, but it can be misleading where there is a disproportionate share of institutional population (for example, students or armed forces) in quarters not considered households. Because their income is included in the total EBI, an average EBI per household could be deceptively higher than the average of the area's actual household population.

8 Total Retail Sales are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by the purchases of nonhousehold units, such as businesses, and by inhabitants of group quarters. Retail sales for 1990 are stated in current dollars.

9 Percent Change between 1985 and 1990, with 1985 as the base year, of a market's total retail sales. A minus sign indicates a decline in retail sales.

10 Retail Sales Per Household is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residences of group quarters) as well as by households not domiciled within the market.

11 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI		1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household			
								1985	1990			1985	1990	1985	1990
NEW ENGLAND	**12,706.7**	**13,004.9**	**2.3**	**4,896.6**	**4.8**	**248,731,867**	**47.3**	**36,129**	**50,797**	**130,665,576**	**48.3**	**18,853**	**26,685**	**5.9646**	**5.8497**
Connecticut	3,175.9	3,235.7	1.9	1,204.5	4.3	71,072,726	46.5	41,998	59,006	32,264,381	47.3	18,970	26,787	1.6008	1.5606
Maine	1,175.4	1,214.2	3.3	456.4	5.8	17,963,690	52.5	27,314	39,360	10,822,025	51.0	16,626	23,712	.4621	.4641
Massachusetts	5,847.4	5,942.2	1.6	2,255.0	4.0	114,528,123	45.1	36,405	50,789	61,802,057	46.7	19,436	27,407	2.8008	2.7133
New Hampshire	1,000.7	1,068.7	6.8	403.2	9.5	19,543,199	55.6	34,101	48,470	11,893,632	55.8	20,736	29,498	.4714	.4866
Rhode Island	969.5	984.7	1.6	366.2	3.7	17,421,290	49.1	33,110	47,573	8,391,195	48.7	15,982	22,914	.4106	.4047
Vermont	537.8	559.4	4.0	211.3	6.6	8,202,839	52.0	27,235	38,821	5,492,286	51.8	18,259	25,993	.2189	.2204
MIDDLE ATLANTIC	**37,597.1**	**38,255.2**	**1.8**	**14,499.9**	**4.1**	**679,916,303**	**44.0**	**33,886**	**46,891**	**302,139,360**	**44.8**	**14,974**	**20,837**	**16.0380**	**15.4123**
New Jersey	7,618.9	7,826.5	2.7	2,906.2	5.2	159,952,974	47.5	39,251	55,039	71,703,018	47.8	17,560	24,672	3.6129	3.5422
New York	17,966.2	18,318.9	2.0	6,961.4	4.3	324,874,490	41.9	34,296	46,668	138,722,102	44.8	14,349	19,927	7.6406	7.2862
Pennsylvania	12,012.0	12,109.8	.8	4,632.3	3.1	195,088,839	44.9	29,975	42,115	91,714,240	42.6	14,311	19,799	4.7845	4.5839
EAST NORTH CENTRAL	**42,092.1**	**42,418.7**	**.8**	**15,837.6**	**3.0**	**720,039,679**	**47.4**	**31,780**	**45,464**	**337,849,202**	**45.2**	**15,138**	**21,332**	**17.2244**	**16.7297**
Illinois	11,640.4	11,795.6	1.3	4,412.4	3.6	213,605,070	46.4	34,266	48,410	91,315,493	44.6	14,830	20,695	4.9304	4.7726
Indiana	5,585.8	5,641.5	1.0	2,064.8	3.0	88,964,034	49.5	29,681	43,086	46,943,812	47.4	15,889	22,735	2.2109	2.1734
Michigan	9,211.9	9,253.5	.5	3,402.5	2.7	157,676,317	47.4	32,286	46,341	75,684,097	45.6	15,688	22,244	3.7921	3.6851
Ohio	10,836.0	10,826.0	-.1	4,104.9	2.1	179,329,646	46.6	30,435	43,687	87,842,424	44.5	15,124	21,399	4.3909	4.2406
Wisconsin	4,818.0	4,902.1	1.7	1,853.0	4.1	80,464,612	49.3	30,286	43,424	36,063,376	44.3	14,040	19,462	1.9001	1.8580
WEST NORTH CENTRAL	**17,773.0**	**18,217.1**	**2.5**	**6,839.7**	**3.9**	**302,397,586**	**48.8**	**30,870**	**44,212**	**153,499,821**	**46.9**	**15,874**	**22,442**	**7.3502**	**7.2251**
Iowa	2,942.8	2,959.3	.6	1,151.0	2.6	47,137,441	47.4	28,511	40,953	21,469,937	40.6	13,609	18,653	1.1437	1.1003
Kansas	2,470.5	2,558.7	3.6	976.9	5.1	45,657,066	48.9	32,996	46,737	20,960,860	48.8	15,161	21,457	1.0557	1.0439
Minnesota	4,224.3	4,343.8	2.8	1,625.7	4.9	76,009,395	51.6	32,361	46,755	40,745,057	49.6	17,580	25,063	1.8319	1.8286
Missouri	5,093.8	5,212.4	2.3	1,907.1	2.5	82,703,250	46.8	30,278	43,366	44,940,306	46.1	16,535	23,565	2.0902	2.0367
Nebraska	1,622.4	1,663.0	2.5	636.7	4.6	27,655,244	49.3	30,430	43,435	13,281,709	47.6	14,779	20,860	.6590	.6497
North Dakota	699.9	737.3	5.3	264.1	6.6	12,203,936	50.2	32,796	46,210	6,346,925	49.3	17,159	24,032	.2946	.2939
South Dakota	719.3	742.6	3.2	278.2	5.4	11,031,254	49.1	28,028	39,652	5,755,027	48.6	14,672	20,687	.2751	.2720
SOUTH ATLANTIC	**40,558.6**	**43,611.2**	**7.5**	**16,490.8**	**9.9**	**698,515,585**	**54.9**	**30,048**	**42,358**	**367,798,284**	**54.1**	**15,907**	**22,303**	**16.5520**	**16.9997**
Delaware	621.4	640.8	3.1	233.9	5.6	11,432,053	51.0	34,191	48,876	6,311,352	49.7	19,042	26,983	.2774	.2766
District of Columbia	621.0	606.0	-2.4	253.1	-.2	13,508,803	41.2	37,702	53,373	4,670,006	41.6	13,004	18,451	.2933	.2750
Florida	11,435.2	12,905.3	12.9	5,260.3	15.4	213,240,096	60.8	29,088	[illegible]	117,025,708	58.7	16,174	22,247	4.9040	5.2255
Georgia	5,990.5	6,444.0	7.6	2,330.3	9.8	97,083,999	54.3	29,661	41,662	52,246,954	53.2	16,073	22,421	2.3544	2.4093
Maryland	4,436.4	4,622.4	4.2	1,695.9	6.5	84,323,164	47.8	35,818	49,722	42,997,403	49.0	18,125	25,354	2.0076	1.9813
North Carolina	6,304.9	6,656.1	5.6	2,489.2	8.3	97,067,879	54.6	27,314	38,996	52,975,881	53.9	14,973	21,282	2.3850	2.4363
South Carolina	3,396.3	3,621.6	6.6	1,312.0	9.3	48,611,467	56.3	25,906	37,051	26,313,059	54.7	14,162	20,056	1.2031	1.2397
Virginia	5,785.0	6,143.1	6.2	2,167.6	7.0	106,577,257	52.8	34,426	49,168	51,717,641	53.4	16,643	23,859	2.4511	2.4900
West Virginia	1,967.9	1,971.9	.2	748.5	2.4	26,670,867	52.4	23,947	35,632	13,540,280	45.3	12,750	18,090	.6761	.6660
EAST SOUTH CENTRAL	**15,306.5**	**15,796.6**	**3.2**	**5,821.4**	**5.5**	**217,717,518**	**54.6**	**25,538**	**37,400**	**111,492,996**	**49.9**	**13,486**	**19,152**	**5.3857**	**5.4275**
Alabama	4,079.8	4,226.9	3.6	1,572.9	6.0	56,525,530	52.5	24,968	35,937	26,718,973	47.9	12,166	16,987	1.3989	1.3871
Kentucky	3,786.2	3,883.9	2.6	1,413.9	4.6	55,444,668	54.9	26,486	39,214	26,927,000	49.1	13,366	19,044	1.3417	1.3502
Mississippi	2,647.3	2,744.8	3.7	972.6	6.2	33,035,077	56.2	23,110	33,966	17,529,045	50.9	12,690	18,023	.8474	.8597
Tennessee	4,793.2	4,941.0	3.1	1,862.0	5.5	72,712,243	55.2	26,550	39,051	40,317,978	51.3	15,100	21,653	1.8077	1.8305
WEST SOUTH CENTRAL	**26,698.9**	**29,306.0**	**9.8**	**10,670.8**	**11.8**	**453,410,303**	**56.9**	**30,281**	**42,491**	**229,975,769**	**49.4**	**16,135**	**21,552**	**10.6859**	**10.9875**
Arkansas	2,401.6	2,491.0	3.7	923.4	5.6	32,929,555	51.8	24,801	35,661	16,112,710	45.5	12,660	17,449	.8251	.8181
Louisiana	4,532.6	4,806.1	6.0	1,721.1	8.5	68,787,588	56.1	27,775	39,967	34,846,835	46.6	14,984	20,247	1.6745	1.6947
Oklahoma	3,356.0	3,647.6	8.7	1,403.7	10.6	54,523,363	53.8	27,932	38,843	28,647,867	47.4	15,313	20,409	1.3295	1.3453
Texas	16,408.7	18,361.3	11.9	6,622.6	14.0	297,169,797	58.3	32,303	44,872	150,368,357	50.9	17,152	22,705	6.8568	7.1294
MOUNTAIN	**13,020.3**	**14,464.7**	**11.1**	**5,444.4**	**13.2**	**222,956,074**	**60.1**	**28,948**	**40,951**	**118,058,077**	**55.3**	**15,806**	**21,684**	**5.2017**	**5.4786**
Arizona	3,252.2	3,722.5	14.5	1,459.1	17.5	56,244,316	61.4	28,065	38,547	28,941,242	57.3	14,821	19,835	1.2878	1.3758
Colorado	3,269.7	3,609.8	10.4	1,436.4	12.8	64,776,403	60.2	31,758	45,096	33,344,897	55.9	16,792	23,214	1.4535	1.5312
Idaho	1,029.9	1,101.4	6.9	372.5	6.1	15,051,760	55.4	27,594	40,407	7,124,690	46.8	13,830	19,127	.3628	.3676
Montana	836.7	881.6	5.4	345.5	7.4	12,366,545	53.0	25,134	35,793	6,721,552	42.8	14,636	19,455	.3150	.3127
Nevada	940.9	1,065.4	13.2	443.3	15.7	19,122,683	67.6	29,783	43,137	11,848,298	64.6	18,791	26,727	.4367	.4808
New Mexico	1,475.7	1,629.3	10.4	590.6	12.7	21,697,353	56.8	26,403	36,738	12,592,829	55.1	15,492	21,322	.5443	.5665
Utah	1,698.8	1,900.5	11.9	589.7	12.3	24,102,781	61.5	28,417	40,873	11,803,728	52.5	14,741	20,016	.5739	.6050
Wyoming	516.4	554.2	7.3	207.3	9.4	9,594,233	60.0	31,650	46,282	5,680,841	57.2	19,074	27,404	.2277	.2390
PACIFIC	**35,080.3**	**37,952.6**	**8.2**	**14,272.6**	**10.0**	**682,469,087**	**52.5**	**34,499**	**47,817**	**334,904,405**	**53.5**	**16,820**	**23,465**	**15.5975**	**15.8899**
Alaska	537.8	660.2	22.8	233.3	25.9	12,936,783	65.0	42,320	55,451	7,304,123	67.7	23,507	31,308	.2784	.3102
California	26,345.3	28,710.9	9.0	10,755.2	10.8	525,472,335	51.7	35,664	48,858	257,582,272	53.9	17,237	23,950	11.9694	12.1901
Hawaii	1,071.3	1,162.7	8.5	369.4	10.6	19,582,705	54.5	37,952	53,012	10,394,661	55.5	20,009	28,139	.4590	.4730
Oregon	2,709.2	2,759.0	1.8	1,068.7	3.1	44,091,646	55.7	27,323	41,257	22,655,863	49.5	14,623	21,199	1.0567	1.0655
Washington	4,416.7	4,659.8	5.5	1,846.0	8.0	80,385,618	53.2	30,707	43,546	36,967,486	49.9	14,433	20,026	1.8340	1.8511
TOTAL UNITED STATES	**240,833.5**	**253,027.0**	**5.1**	**94,773.8**	**7.2**	**4,226,154,002**	**50.9**	**31,674**	**44,592**	**2,086,383,490**	**49.5**	**15,782**	**22,014**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
ALABAMA															
ANNISTON	**125.7**	**129.0**	**2.6**	**46.3**	**5.0**	**1,610,465**	**48.4**	**24,608**	**34,783**	**613,236**	**32.8**	**10,470**	**13,245**	**.0398**	**.0380**
Calhoun	125.7	129.0	2.6	46.3	5.0	1,610,465	48.4	24,608	34,783	613,236	32.8	10,470	13,245	.0398	.0380
BIRMINGHAM	**922.1**	**951.3**	**3.2**	**365.1**	**5.4**	**13,999,235**	**50.3**	**26,895**	**38,344**	**6,558,926**	**46.0**	**12,965**	**17,965**	**.3395**	**.3349**
Blount	39.3	41.8	6.4	15.4	8.5	402,532	40.3	20,211	26,138	111,213	36.5	5,737	7,222	.0102	.0096
Jefferson	682.7	689.1	.9	270.6	3.3	10,634,894	47.8	27,469	39,301	5,675,579	46.9	14,742	20,974	.2682	.2618
St. Clair	47.3	52.0	9.9	18.2	12.3	504,846	42.6	21,856	27,739	127,276	34.1	5,859	6,993	.0123	.0119
Shelby	80.2	92.7	15.6	32.7	18.5	1,569,257	78.4	31,873	47,990	287,217	55.3	6,702	8,783	.0263	.0300
Walker	72.6	75.7	4.3	28.2	6.8	887,706	48.3	22,677	31,479	357,641	33.8	10,126	12,682	.0225	.0216
DOTHAN	**128.5**	**134.4**	**4.6**	**49.5**	**6.9**	**1,762,184**	**53.0**	**24,869**	**35,600**	**1,213,190**	**54.1**	**17,007**	**24,509**	**.0482**	**.0490**
Dale	46.4	46.1	–.6	16.1	1.3	599,416	48.6	25,370	37,231	214,084	46.3	9,205	13,297	.0142	.0138
Houston	82.1	88.3	7.6	33.4	9.9	1,162,768	55.4	24,607	34,813	999,106	55.8	21,088	29,913	.0340	.0352
FLORENCE	**141.0**	**146.1**	**3.6**	**56.0**	**6.3**	**1,775,978**	**40.4**	**24,004**	**31,714**	**887,384**	**38.7**	**12,143**	**15,846**	**.0479**	**.0453**
Colbert	56.2	57.5	2.3	22.1	4.7	639,664	32.1	22,955	28,944	346,495	35.0	12,161	15,679	.0187	.0171
Lauderdale	84.8	88.6	4.5	33.9	7.3	1,136,314	45.6	24,704	33,520	540,889	41.1	12,131	15,955	.0292	.0282
GADSDEN	**105.2**	**106.7**	**1.4**	**40.9**	**3.8**	**1,175,204**	**33.6**	**22,320**	**28,734**	**529,581**	**24.8**	**10,767**	**12,948**	**.0337**	**.0300**
Etowah	105.2	106.7	1.4	40.9	3.8	1,175,204	33.6	22,320	28,734	529,581	24.8	10,767	12,948	.0337	.0300
HUNTSVILLE	**213.1**	**227.0**	**6.5**	**86.3**	**9.2**	**4,243,229**	**65.7**	**32,418**	**49,168**	**1,776,129**	**54.0**	**14,598**	**20,581**	**.0882**	**.0937**
Madison	213.1	227.0	6.5	86.3	9.2	4,243,229	65.7	32,418	49,168	1,776,129	54.0	14,598	20,581	.0882	.0937
MOBILE	**473.8**	**498.0**	**5.1**	**183.1**	**7.6**	**7,603,556**	**62.1**	**27,581**	**41,527**	**3,965,974**	**57.1**	**14,840**	**21,660**	**.1774**	**.1864**
Baldwin	89.5	99.2	10.8	37.1	13.8	1,531,666	71.7	27,360	41,285	714,651	65.6	13,235	19,263	.0326	.0363
Mobile	384.3	398.8	3.8	146.0	6.2	6,071,890	59.8	27,633	41,588	3,251,323	55.4	15,220	22,269	.1448	.1501
MONTGOMERY	**293.9**	**310.9**	**5.8**	**114.0**	**8.5**	**4,736,205**	**60.9**	**28,008**	**41,546**	**2,366,148**	**57.1**	**14,332**	**20,756**	**.1094**	**.1146**
Autauga	35.8	38.6	7.8	13.4	11.7	577,371	68.4	28,576	43,087	211,455	63.5	10,775	15,780	.0119	.0129
Elmore	48.3	51.8	7.2	17.7	9.3	602,017	50.0	24,775	34,012	175,548	46.1	7,419	9,918	.0137	.0137
Montgomery	209.8	220.5	5.1	82.9	7.8	3,556,817	61.7	28,600	42,905	1,979,145	57.5	16,344	23,874	.0838	.0880
TUSCALOOSA	**144.2**	**150.4**	**4.3**	**55.8**	**6.9**	**1,995,247**	**55.4**	**24,594**	**35,757**	**1,110,323**	**52.9**	**13,913**	**19,898**	**.0505**	**.0515**
Tuscaloosa	144.2	150.4	4.3	55.8	6.9	1,995,247	55.4	24,594	35,757	1,110,323	52.9	13,913	19,898	.0505	.0515
TOTAL METRO COUNTIES	**2,596.0**	**2,702.9**	**4.1**	**1,015.3**	**6.5**	**39,439,387**	**54.4**	**26,803**	**38,845**	**19,230,681**	**49.6**	**13,492**	**18,941**	**.9482**	**.9567**
TOTAL STATE	**4,079.8**	**4,226.9**	**3.6**	**1,572.9**	**6.0**	**56,525,530**	**52.5**	**24,968**	**35,937**	**26,718,973**	**47.9**	**12,166**	**16,987**	**1.3889**	**1.3871**
ALASKA															
ANCHORAGE	**237.1**	**296.3**	**25.0**	**112.2**	**28.4**	**6,243,446**	**64.6**	**43,394**	**55,646**	**4,450,219**	**71.4**	**29,710**	**39,663**	**.1432**	**.1613**
Anchorage	237.1	296.3	25.0	112.2	28.4	6,243,446	64.6	43,394	55,646	4,450,219	71.4	29,710	39,663	.1432	.1613
TOTAL METRO COUNTIES	**237.1**	**296.3**	**25.0**	**112.2**	**28.4**	**6,243,446**	**64.6**	**43,394**	**55,646**	**4,450,219**	**71.4**	**29,710**	**39,663**	**.1432**	**.1613**
TOTAL STATE	**537.8**	**660.2**	**22.8**	**233.3**	**25.9**	**12,936,783**	**65.0**	**42,320**	**55,451**	**7,304,123**	**67.7**	**23,507**	**31,308**	**.2784**	**.3102**
ARIZONA															
PHOENIX	**1,841.1**	**2,135.5**	**16.0**	**855.1**	**18.9**	**36,719,360**	**67.0**	**30,579**	**42,942**	**19,172,834**	**63.7**	**16,285**	**22,422**	**.7974**	**.8789**
Maricopa	1,841.1	2,135.5	16.0	855.1	18.9	36,719,360	67.0	30,579	42,942	19,172,834	63.7	16,285	22,422	.7974	.8789
TUCSON	**634.6**	**724.8**	**14.2**	**296.3**	**17.1**	**10,121,261**	**53.4**	**26,071**	**34,159**	**4,894,028**	**48.1**	**13,063**	**16,517**	**.2415**	**.2475**
Pima	634.6	724.8	14.2	296.3	17.1	10,121,261	53.4	26,071	34,159	4,894,028	48.1	13,063	16,517	.2415	.2475
TOTAL METRO COUNTIES	**2,475.7**	**2,860.3**	**15.5**	**1,151.4**	**18.4**	**46,840,621**	**63.9**	**29,406**	**40,681**	**24,066,862**	**60.3**	**15,447**	**20,902**	**1.0389**	**1.1264**
TOTAL STATE	**3,252.2**	**3,722.5**	**14.5**	**1,459.1**	**17.5**	**56,244,316**	**61.4**	**28,065**	**38,547**	**28,941,242**	**57.3**	**14,821**	**19,835**	**1.2878**	**1.3758**
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	**107.6**	**114.0**	**5.9**	**43.4**	**8.8**	**1,579,887**	**56.8**	**25,251**	**36,403**	**968,364**	**55.4**	**15,620**	**22,313**	**.0403**	**.0417**
Washington	107.6	114.0	5.9	43.4	8.8	1,579,887	56.8	25,251	36,403	968,364	55.4	15,620	22,313	.0403	.0417
FORT SMITH	**178.5**	**191.8**	**7.5**	**71.3**	**8.5**	**2,703,673**	**56.1**	**26,366**	**37,920**	**1,230,946**	**44.1**	**12,999**	**17,264**	**.0643**	**.0648**
Crawford	42.1	46.5	10.5	16.0	10.3	582,634	61.5	24,880	36,415	141,187	42.3	6,842	8,824	.0121	.0127
Sebastian	100.8	105.3	4.5	41.6	6.7	1,793,271	57.6	29,170	43,107	972,415	45.9	17,090	23,375	.0431	.0435
Sequoyah, Okla.	*35.6*	*40.0*	*12.4*	*13.7*	*12.3*	*327,768*	*40.1*	*19,171*	*23,925*	*117,344*	*32.9*	*7,240*	*8,565*	*.0091*	*.0086*
LITTLE ROCK - NORTH LITTLE ROCK	**505.0**	**529.6**	**4.9**	**196.4**	**7.0**	**8,714,350**	**55.7**	**30,495**	**44,370**	**4,460,165**	**52.0**	**15,993**	**22,710**	**.2048**	**.2089**
Faulkner	52.5	58.1	10.7	20.7	13.7	867,695	68.9	28,223	41,918	347,499	58.0	12,081	16,787	.0183	.0199
Lonoke	38.3	41.3	7.8	14.4	10.8	445,042	46.0	23,443	30,906	178,332	41.9	9,666	12,384	.0112	.0110
Pulaski	357.0	369.5	3.5	140.6	5.6	6,627,128	56.3	31,850	47,135	3,722,745	53.2	18,251	26,478	.1576	.1611
Saline	57.2	60.7	6.1	20.7	7.8	774,485	43.9	28,036	37,415	211,589	32.3	8,329	10,222	.0177	.0169
PINE BLUFF	**90.0**	**87.8**	**–2.4**	**30.4**	**–.7**	**1,044,796**	**39.0**	**24,561**	**34,368**	**573,802**	**35.2**	**13,866**	**18,875**	**.0300**	**.0276**
Jefferson	90.0	87.8	–2.4	30.4	–.7	1,044,796	39.0	24,561	34,368	573,802	35.2	13,866	18,875	.0300	.0276
TEXARKANA	**120.7**	**126.2**	**4.6**	**47.0**	**6.3**	**1,629,755**	**45.5**	**25,345**	**34,676**	**1,064,580**	**46.8**	**16,410**	**22,651**	**.0456**	**.0446**
Miller	39.3	40.1	2.0	14.7	3.5	561,496	53.5	25,763	38,197	266,963	44.9	12,976	18,161	.0137	.0137
Bowie, Tex.	*81.4*	*86.1*	*5.8*	*32.3*	*7.7*	*1,068,259*	*41.6*	*25,147*	*33,073*	*797,617*	*47.4*	*18,035*	*24,694*	*.0319*	*.0309*
TOTAL METRO COUNTIES	**934.7**	**973.2**	**4.1**	**359.5**	**6.3**	**14,793,515**	**54.2**	**28,359**	**41,150**	**7,921,878**	**49.2**	**15,700**	**22,036**	**.3628**	**.3659**
TOTAL STATE	**2,401.6**	**2,491.0**	**3.7**	**923.4**	**5.6**	**32,929,555**	**51.8**	**24,801**	**35,661**	**16,112,710**	**45.5**	**12,660**	**17,449**	**.8251**	**.8181**
CALIFORNIA															
ANAHEIM - SANTA ANA	**2,124.0**	**2,292.3**	**7.9**	**826.1**	**9.4**	**47,551,645**	**50.6**	**41,819**	**57,562**	**23,510,346**	**53.1**	**20,335**	**28,459**	**1.0702**	**1.0818**
Orange	2,124.0	2,292.3	7.9	826.1	9.4	47,551,645	50.6	41,819	57,562	23,510,346	53.1	20,335	28,459	1.0702	1.0818

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
CALIFORNIA (cont.)															
BAKERSFIELD	**475.8**	**541.9**	**13.9**	**197.4**	**16.5**	**8,741,814**	**59.9**	**32,244**	**44,285**	**4,214,394**	**57.4**	**15,792**	**21,350**	**.1946**	**.2069**
Kern	475.8	541.9	13.9	197.4	16.5	8,741,814	59.9	32,244	44,285	4,214,394	57.4	15,792	21,350	.1946	.2069
CHICO	**166.7**	**186.3**	**11.8**	**76.9**	**14.1**	**2,565,218**	**50.2**	**25,332**	**33,358**	**1,453,006**	**56.3**	**13,791**	**18,895**	**.0642**	**.0659**
Butte	166.7	186.3	11.8	76.9	14.1	2,565,218	50.2	25,332	33,358	1,453,006	56.3	13,791	18,895	.0642	.0659
FRESNO	**578.8**	**637.3**	**10.1**	**233.8**	**12.8**	**10,292,400**	**55.2**	**32,010**	**44,022**	**4,552,917**	**48.2**	**14,824**	**19,474**	**.2325**	**.2376**
Fresno	578.8	637.3	10.1	233.8	12.8	10,292,400	55.2	32,010	44,022	4,552,917	48.2	14,824	19,474	.2325	.2376
LOS ANGELES - LONG BEACH	**8,091.4**	**8,634.9**	**6.7**	**3,190.7**	**7.7**	**151,625,318**	**47.1**	**34,776**	**47,521**	**76,556,861**	**50.2**	**17,205**	**23,994**	**3.6083**	**3.5772**
Los Angeles	8,091.4	8,634.9	6.7	3,190.7	7.7	151,625,318	47.1	34,776	47,521	76,556,861	50.2	17,205	23,994	3.6083	3.5772
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***12,720.8***	***13,802.9***	***8.5***	***5,058.1***	***9.9***	***247,692,273***	***50.4***	***35,778***	***48,969***	***122,340,916***	***53.1***	***17,354***	***24,187***	***5.7153***	***5.7806***
MERCED	**163.2**	**190.0**	**16.4**	**64.6**	**18.8**	**2,432,281**	**58.2**	**28,257**	**37,651**	**1,260,703**	**63.6**	**14,164**	**19,516**	**.0575**	**.0618**
Merced	163.2	190.0	16.4	64.6	18.8	2,432,281	58.2	28,257	37,651	1,260,703	63.6	14,164	19,516	.0575	.0618
MODESTO	**306.1**	**341.8**	**11.7**	**121.9**	**13.2**	**4,845,121**	**51.7**	**29,652**	**39,747**	**2,659,515**	**56.4**	**15,790**	**21,817**	**.1190**	**.1226**
Stanislaus	306.1	341.8	11.7	121.9	13.2	4,845,121	51.7	29,652	39,747	2,659,515	56.4	15,790	21,817	.1190	.1226
OAKLAND	**1,903.2**	**2,022.0**	**6.2**	**799.4**	**8.6**	**42,711,779**	**50.7**	**38,507**	**53,430**	**19,325,927**	**52.5**	**17,215**	**24,176**	**.9367**	**.9430**
Alameda	1,184.5	1,249.0	5.4	500.0	7.7	24,837,745	49.0	35,921	49,675	12,016,719	51.1	17,133	24,033	.5670	.5654
Contra Costa	718.7	773.0	7.6	299.4	10.1	17,874,034	53.1	42,920	59,700	7,309,208	54.8	17,355	24,413	.3697	.3776
OXNARD - VENTURA	**609.0**	**679.2**	**11.5**	**230.1**	**14.8**	**13,075,678**	**60.3**	**40,686**	**56,826**	**5,222,985**	**61.7**	**16,107**	**22,699**	**.2656**	**.2835**
Ventura	609.0	679.2	11.5	230.1	14.8	13,075,678	60.3	40,686	56,826	5,222,985	61.7	16,107	22,699	.2656	.2835
REDDING	**131.7**	**145.8**	**10.7**	**54.8**	**10.9**	**1,725,033**	**36.0**	**25,675**	**31,479**	**1,132,141**	**47.0**	**15,591**	**20,660**	**.0501**	**.0482**
Shasta	131.7	145.8	10.7	54.8	10.9	1,725,033	36.0	25,675	31,479	1,132,141	47.0	15,591	20,660	.0501	.0482
RIVERSIDE - SAN BERNARDINO	**1,896.4**	**2,196.5**	**15.8**	**811.2**	**18.4**	**35,439,632**	**61.6**	**32,016**	**43,688**	**17,050,724**	**65.0**	**15,080**	**21,019**	**.7712**	**.8381**
Riverside	817.9	955.6	16.8	360.6	18.7	15,666,643	62.3	31,779	43,446	7,873,554	65.6	15,653	21,835	.3425	.3742
San Bernardino	1,078.5	1,240.9	15.1	450.6	18.2	19,772,989	61.0	32,205	43,881	9,177,170	64.6	14,624	20,367	.4287	.4639
SACRAMENTO	**1,266.4**	**1,414.8**	**11.7**	**563.2**	**14.2**	**24,964,377**	**55.5**	**32,555**	**44,326**	**12,785,156**	**58.1**	**16,400**	**22,701**	**.5660**	**.5911**
El Dorado	108.4	128.5	18.5	48.1	17.6	1,991,959	56.0	31,222	41,413	740,913	48.2	12,222	15,404	.0426	.0445
Placer	144.2	167.7	16.3	64.6	19.2	3,005,015	62.1	34,202	46,517	1,630,160	65.8	18,136	25,235	.0663	.0723
Sacramento	888.8	983.0	10.6	398.5	13.4	17,892,424	55.1	32,816	44,899	9,498,875	58.2	17,081	23,837	.4089	.4260
Yolo	125.0	135.6	8.5	52.0	11.6	2,074,979	49.2	29,838	39,903	915,208	52.2	12,908	17,600	.0482	.0483
SALINAS - SEASIDE - MONTEREY	**332.8**	**366.3**	**10.1**	**122.5**	**12.4**	**6,126,153**	**54.8**	**36,317**	**50,009**	**2,938,731**	**57.3**	**17,138**	**23,990**	**.1385**	**.1436**
Monterey	332.8	366.3	10.1	122.5	12.4	6,126,153	54.8	36,317	50,009	2,938,731	57.3	17,138	23,990	.1385	.1436
SAN DIEGO	**2,140.9**	**2,395.1**	**11.9**	**905.5**	**15.1**	**46,249,069**	**60.4**	**36,672**	**51,076**	**21,377,704**	**62.1**	**16,772**	**23,609**	**.9764**	**1.0439**
San Diego	2,140.9	2,395.1	11.9	905.5	15.1	46,249,069	60.4	36,672	51,076	21,377,704	62.1	16,772	23,609	.9764	1.0439

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Los Angeles Times
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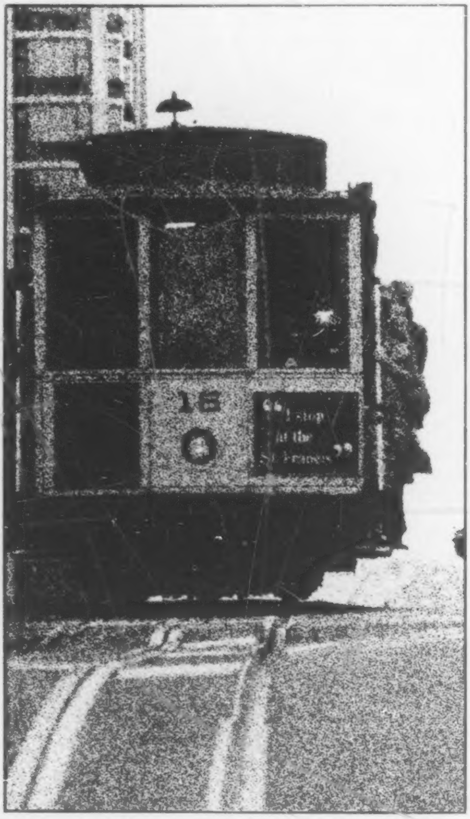
* SOURCE: Media Records—Full and part run advertising, 1955 through 1985

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
CALIFORNIA (cont.)															
SAN FRANCISCO	**1,556.0**	**1,617.2**	**3.9**	**694.1**	**5.9**	**39,037,874**	**47.6**	**40,337**	**56,242**	**20,411,438**	**49.2**	**20,867**	**29,407**	**.8957**	**.8834**
Marin	226.6	229.6	1.3	97.8	3.7	6,790,840	45.6	49,445	69,436	2,770,658	46.6	20,045	28,330	.1428	.1385
San Francisco	713.6	746.6	4.6	339.8	6.0	16,945,049	48.9	35,491	49,868	10,053,459	49.8	20,928	29,586	.4067	.4041
San Mateo	615.8	641.0	4.1	256.5	6.6	15,301,985	47.1	43,223	59,657	7,587,321	49.3	21,108	29,580	.3462	.3408
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***5,791.8***	***6,163.3***	***6.4***	***2,416.0***	***8.2***	***133,372,439***	***50.3***	***39,733***	***55,204***	***63,030,675***	***51.6***	***18,619***	***26,089***	***2.9591***	***2.9716***
SAN JOSE	**1,393.3**	**1,483.8**	**6.5**	**523.1**	**7.1**	**32,039,483**	**49.5**	**43,910**	**61,249**	**15,165,689**	**50.9**	**20,581**	**28,992**	**.7145**	**.7145**
Santa Clara	1,393.3	1,483.8	6.5	523.1	7.1	32,039,483	49.5	43,910	61,249	15,165,689	50.9	20,581	28,992	.7145	.7145
SANTA BARBARA - SANTA MARIA - LOMPOC	**330.6**	**358.5**	**8.4**	**138.9**	**11.4**	**7,135,006**	**54.4**	**37,050**	**51,368**	**4,350,471**	**56.4**	**22,300**	**31,321**	**.1697**	**.1753**
Santa Barbara	330.6	358.5	8.4	138.9	11.4	7,135,006	54.4	37,050	51,368	4,350,471	56.4	22,300	31,321	.1697	.1753
SANTA CRUZ	**217.5**	**244.6**	**12.5**	**93.4**	**13.1**	**4,616,027**	**57.6**	**35,466**	**49,422**	**1,829,244**	**53.9**	**14,391**	**19,585**	**.0960**	**.1002**
Santa Cruz	217.5	244.6	12.5	93.4	13.1	4,616,027	57.6	35,466	49,422	1,829,244	53.9	14,391	19,585	.0960	.1002
SANTA ROSA - PETALUMA	**340.4**	**376.4**	**10.6**	**152.5**	**13.4**	**7,499,664**	**57.9**	**35,309**	**49,178**	**3,180,890**	**58.7**	**14,903**	**20,858**	**.1562**	**.1642**
Sonoma	340.4	376.4	10.6	152.5	13.4	7,499,664	57.9	35,309	49,178	3,180,890	58.7	14,903	20,858	.1562	.1642
STOCKTON	**406.9**	**460.0**	**13.0**	**174.0**	**16.1**	**7,127,125**	**57.5**	**30,185**	**40,960**	**3,455,940**	**61.3**	**14,290**	**19,862**	**.1607**	**.1703**
San Joaquin	406.9	460.0	13.0	174.0	16.1	7,127,125	57.5	30,185	40,960	3,455,940	61.3	14,290	19,862	.1607	.1703
VALLEJO - FAIRFIELD - NAPA	**381.4**	**419.3**	**9.9**	**153.5**	**13.1**	**7,467,612**	**55.4**	**35,418**	**48,649**	**3,117,487**	**57.6**	**14,574**	**20,309**	**.1600**	**.1663**
Napa	106.8	113.6	6.4	44.4	9.1	2,493,758	54.4	39,672	56,166	779,192	51.9	12,600	17,549	.0487	.0497
Solano	274.6	305.7	11.3	109.1	14.8	4,973,854	55.8	33,596	45,590	2,338,295	59.6	15,420	21,433	.1113	.1166
VISALIA - TULARE - PORTERVILLE	**283.3**	**316.5**	**11.7**	**104.2**	**12.6**	**3,038,581**	**33.3**	**24,649**	**29,161**	**2,252,520**	**46.9**	**16,580**	**21,617**	**.0972**	**.0934**
Tulare	283.3	316.5	11.7	104.2	12.6	3,038,581	33.3	24,649	29,161	2,252,520	46.9	16,580	21,617	.0972	.0934
YUBA CITY	**111.1**	**119.4**	**7.5**	**45.0**	**10.0**	**1,503,296**	**41.2**	**26,034**	**33,407**	**855,680**	**48.8**	**14,063**	**19,015**	**.0406**	**.0395**
Sutter	57.3	61.9	8.0	23.4	9.9	789,743	35.1	27,449	33,750	476,157	45.8	15,336	20,349	.0223	.0211
Yuba	53.8	57.5	6.9	21.6	10.2	713,553	48.6	24,498	33,035	379,523	52.7	12,680	17,571	.0183	.0184
TOTAL METRO COUNTIES	**25,206.9**	**27,439.9**	**8.9**	**10,276.8**	**10.6**	**507,810,186**	**51.8**	**36,019**	**49,413**	**248,660,469**	**53.9**	**17,393**	**24,196**	**11.5414**	**11.7523**
TOTAL STATE	**26,345.3**	**28,710.9**	**9.0**	**10,755.2**	**10.8**	**525,472,335**	**51.7**	**35,664**	**48,858**	**257,582,272**	**53.9**	**17,237**	**23,950**	**11.9694**	**12.1901**
COLORADO															
BOULDER - LONGMONT	**219.0**	**245.8**	**12.2**	**98.3**	**15.4**	**4,602,921**	**62.1**	**33,320**	**46,825**	**2,483,946**	**63.1**	**17,873**	**25,269**	**.1016**	**.1096**
Boulder	219.0	245.8	12.2	98.3	15.4	4,602,921	62.1	33,320	46,825	2,483,946	63.1	17,873	25,269	.1016	.1096



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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
COLORADO (cont.)															
COLORADO SPRINGS	**352.9**	**391.3**	**10.9**	**149.4**	**14.0**	**6,473,934**	**62.6**	**30,401**	**43,333**	**3,628,979**	**62.4**	**17,061**	**24,290**	**.1485**	**.1597**
El Paso	352.9	391.3	10.9	149.4	14.0	6,473,934	62.6	30,401	43,333	3,628,979	62.4	17,061	24,290	.1485	.1597
DENVER	**1,635.1**	**1,822.9**	**11.5**	**746.1**	**13.6**	**37,260,163**	**62.9**	**34,827**	**49,940**	**17,880,901**	**56.0**	**17,454**	**23,966**	**.7907**	**.8421**
Adams	279.5	309.6	10.8	116.3	13.5	5,259,926	61.3	31,819	45,227	2,735,168	57.3	16,965	23,518	.1189	.1261
Arapahoe	384.5	468.5	21.8	187.8	25.0	10,288,890	76.0	38,893	54,786	4,520,039	57.8	19,063	24,068	.1979	.2237
Denver	499.4	503.9	.9	236.2	3.3	9,784,219	46.6	29,183	41,423	5,570,255	46.7	16,598	23,583	.2422	.2356
Douglas	36.9	48.0	30.1	15.9	33.6	1,059,343	90.3	46,784	66,625	148,628	69.7	7,359	9,348	.0149	.0185
Jefferson	434.8	492.9	13.4	189.9	16.2	10,867,785	66.3	40,002	57,229	4,906,811	64.9	18,214	25,839	.2168	.2382
DENVER - BOULDER CONSOLIDATED AREA	***1,854.1***	***2,068.7***	***11.6***	***844.4***	***13.8***	***41,863,084***	***62.8***	***34,654***	***49,577***	***20,364,847***	***56.8***	***17,502***	***24,118***	***.8923***	***.9517***
FORT COLLINS - LOVELAND	**178.4**	**204.8**	**14.8**	**80.2**	**18.1**	**3,330,881**	**65.9**	**29,570**	**41,532**	**1,587,980**	**60.9**	**14,538**	**19,800**	**.0719**	**.0784**
Larimer	178.4	204.8	14.8	80.2	18.1	3,330,881	65.9	29,570	41,532	1,587,980	60.9	14,538	19,800	.0719	.0784
GREELEY	**138.8**	**152.6**	**9.9**	**57.1**	**12.8**	**2,118,038**	**57.6**	**26,562**	**37,093**	**921,127**	**57.2**	**11,577**	**16,132**	**.0481**	**.0504**
Weld	138.8	152.6	9.9	57.1	12.8	2,118,038	57.6	26,562	37,093	921,127	57.2	11,577	16,132	.0481	.0504
PUEBLO	**125.4**	**124.4**	**–.8**	**48.4**	**1.0**	**1,634,416**	**35.2**	**25,231**	**33,769**	**848,837**	**33.5**	**13,270**	**17,538**	**.0456**	**.0413**
Pueblo	125.4	124.4	–.8	48.4	1.0	1,634,416	35.2	25,231	33,769	848,837	33.5	13,270	17,538	.0456	.0413
TOTAL METRO COUNTIES	**2,649.6**	**2,941.8**	**11.0**	**1,179.5**	**13.5**	**55,420,353**	**61.8**	**32,957**	**46,986**	**27,351,770**	**56.9**	**16,769**	**23,189**	**1.2064**	**1.2815**
TOTAL STATE	**3,269.7**	**3,609.8**	**10.4**	**1,436.4**	**12.8**	**64,776,403**	**60.2**	**31,758**	**45,096**	**33,344,897**	**55.9**	**16,792**	**23,214**	**1.4535**	**1.5312**
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**820.2**	**832.1**	**1.5**	**303.7**	**3.8**	**21,753,338**	**46.6**	**50,733**	**71,628**	**9,701,422**	**47.1**	**22,543**	**31,944**	**.4748**	**.4627**
Fairfield	820.2	832.1	1.5	303.7	3.8	21,753,338	46.6	50,733	71,628	9,701,422	47.1	22,543	31,944	.4748	.4627
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**1,075.4**	**1,095.7**	**1.9**	**411.2**	**4.3**	**22,501,596**	**44.8**	**39,419**	**54,722**	**10,887,815**	**46.3**	**18,878**	**26,478**	**.5267**	**.5093**
Hartford	816.1	823.3	.9	313.8	3.3	17,041,122	43.1	39,189	54,306	8,755,719	45.0	19,872	27,902	.4101	.3926
Middlesex	136.4	143.2	5.0	54.4	7.7	3,042,923	51.0	39,892	55,936	1,322,259	52.1	17,211	24,306	.0660	.0663
Tolland	122.9	129.2	5.1	43.0	8.0	2,417,551	49.7	40,573	56,222	809,837	51.7	13,413	18,833	.0506	.0504
NEW HAVEN - WATERBURY - MERIDEN	**773.5**	**784.0**	**1.4**	**295.1**	**3.8**	**16,154,627**	**46.8**	**38,686**	**54,743**	**7,286,341**	**47.2**	**17,405**	**24,691**	**.3671**	**.3580**
New Haven	773.5	784.0	1.4	295.1	3.8	16,154,627	46.8	38,686	54,743	7,286,341	47.2	17,405	24,691	.3671	.3580
NEW LONDON - NORWICH	**246.4**	**253.9**	**3.0**	**94.1**	**5.5**	**5,272,841**	**50.0**	**39,420**	**56,034**	**2,414,039**	**50.0**	**18,043**	**25,654**	**.1178**	**.1171**
New London	246.4	253.9	3.0	94.1	5.5	5,272,841	50.0	39,420	56,034	2,414,039	50.0	18,043	25,654	.1178	.1171
TOTAL METRO COUNTIES	**2,915.5**	**2,965.7**	**1.7**	**1,104.1**	**4.1**	**65,682,402**	**46.3**	**42,344**	**59,490**	**30,289,617**	**47.1**	**19,424**	**27,434**	**1.4864**	**1.4471**
TOTAL STATE	**3,175.9**	**3,235.7**	**1.9**	**1,204.5**	**4.3**	**71,072,726**	**46.5**	**41,998**	**59,006**	**32,264,381**	**47.3**	**18,970**	**26,787**	**1.6008**	**1.5606**
DELAWARE															
WILMINGTON	**542.1**	**556.2**	**2.6**	**202.2**	**5.0**	**10,707,120**	**51.4**	**36,729**	**52,953**	**5,123,692**	**48.2**	**17,949**	**25,340**	**.2457**	**.2442**
New Castle	407.6	413.2	1.4	151.1	3.8	8,140,884	50.2	37,222	53,877	4,339,447	48.9	20,018	28,719	.1933	.1912
Cecil, Md.	*66.3*	*71.7*	*8.1*	*24.9*	*11.2*	*1,092,854*	*53.8*	*31,741*	*43,930*	*453,254*	*46.3*	*13,833*	*18,203*	*.0249*	*.0252*
Salem, N. J.	*68.2*	*71.3*	*4.5*	*26.2*	*6.5*	*1,472,382*	*56.1*	*38,352*	*56,198*	*330,991*	*42.4*	*9,451*	*12,633*	*.0275*	*.0278*
TOTAL METRO COUNTIES	**407.6**	**413.2**	**1.4**	**151.1**	**3.8**	**8,140,884**	**50.2**	**37,222**	**53,877**	**4,339,447**	**48.9**	**20,018**	**28,719**	**.1933**	**.1912**
TOTAL STATE	**621.4**	**640.8**	**3.1**	**233.9**	**5.6**	**11,432,053**	**51.0**	**34,191**	**48,876**	**6,311,352**	**49.7**	**19,042**	**26,983**	**.2774**	**.2766**
DISTRICT OF COLUMBIA															
WASHINGTON	**3,492.5**	**3,706.7**	**6.1**	**1,393.8**	**7.9**	**86,796,603**	**53.1**	**43,899**	**62,273**	**38,780,687**	**53.8**	**19,523**	**27,824**	**1.8447**	**1.8776**
District of Columbia	621.0	606.0	–2.4	253.1	–.2	13,508,803	41.2	37,702	53,373	4,670,006	41.6	13,004	18,451	.2933	.2750
Calvert, Md.	*42.6*	*49.8*	*16.9*	*16.5*	*19.6*	*688,845*	*55.2*	*32,157*	*41,748*	*156,052*	*46.4*	*7,724*	*9,458*	*.0136*	*.0142*
Charles, Md.	*86.5*	*99.0*	*14.5*	*31.0*	*17.4*	*1,454,509*	*57.0*	*35,091*	*46,920*	*451,853*	*50.4*	*11,379*	*14,576*	*.0301*	*.0315*
Frederick, Md.	*131.8*	*146.6*	*11.2*	*50.1*	*13.6*	*2,330,723*	*55.8*	*33,922*	*46,521*	*1,174,891*	*58.7*	*16,786*	*23,451*	*.0537*	*.0559*
Montgomery, Md.	*630.0*	*677.7*	*7.6*	*259.2*	*10.2*	*17,909,376*	*53.4*	*49,604*	*69,095*	*8,575,202*	*55.1*	*23,502*	*33,083*	*.3796*	*.3888*
Prince George's, Md.	*677.0*	*685.8*	*1.3*	*246.7*	*3.7*	*13,978,348*	*45.8*	*40,316*	*56,661*	*7,592,144*	*46.7*	*21,766*	*30,775*	*.3386*	*.3288*

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION						EFFECTIVE BUYING INCOME				RETAIL SALES			BUYING POWER INDEX	
	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
DISTRICT OF COLUMBIA (cont.)															
Alexandria city, Va.	110.8	117.8	6.3	59.3	9.2	3,749,769	59.0	43,439	63,234	1,727,589	57.1	20,249	29,133	.0749	.0786
Arlington, Va.	155.4	155.4	.0	74.9	2.2	5,108,093	50.3	46,348	68,172	1,751,847	47.8	16,172	23,389	.0991	.0979
Fairfax, Va.	690.9	775.1	12.2	281.9	15.0	20,919,645	64.2	51,961	74,209	8,199,784	63.8	20,410	29,088	.3925	.4366
Fairfax city, Va.	19.6	19.8	1.0	7.3	2.8	536,199	50.4	50,207	73,452	1,189,027	64.8	101,633	162,880	.0236	.0250
Falls Church city, Va.	9.1	8.7	–4.4	4.2	.0	294,265	45.4	48,190	70,063	428,725	59.7	63,912	102,077	.0101	.0104
Loudoun, Va.	68.7	79.0	15.0	26.2	15.4	1,462,797	60.3	40,212	55,832	584,227	62.2	15,866	22,299	.0298	.0319
Manassas city, Va.	17.2	18.9	9.9	6.5	12.1	360,024	56.4	39,682	55,388	432,407	57.9	47,210	66,524	.0115	.0119
Manassas Park city, Va.	6.9	7.2	4.3	2.1	.0	74,179	23.6	28,587	35,323	19,550	28.8	7,230	9,310	.0018	.0018
Prince William, Va.	173.9	199.1	14.5	57.0	12.4	3,490,142	59.6	43,129	61,231	1,534,108	59.8	18,941	26,914	.0742	.0792
Stafford, Va.	51.1	60.8	19.0	17.8	16.3	932,886	62.7	37,479	52,409	293,275	64.1	11,682	16,476	.0183	.0201
TOTAL METRO COUNTIES	621.0	606.0	–2.4	253.1	–.2	13,508,803	41.2	37,702	53,373	4,670,006	41.6	13,004	18,451	.2933	.2750
TOTAL STATE	621.0	606.0	–2.4	253.1	–.2	13,508,803	41.2	37,702	53,373	4,670,006	41.6	13,004	18,451	.2933	.2750
FLORIDA															
BRADENTON	177.6	203.1	14.4	88.4	17.1	3,393,740	64.4	27,338	38,391	1,982,271	65.5	15,866	22,424	.0775	.0847
Manatee	177.6	203.1	14.4	88.4	17.1	3,393,740	64.4	27,338	38,391	1,982,271	65.5	15,866	22,424	.0775	.0847
DAYTONA BEACH	313.9	361.0	15.0	157.0	18.0	5,849,916	67.1	26,319	37,261	2,885,799	54.5	14,043	18,381	.1287	.1392
Volusia	313.9	361.0	15.0	157.0	18.0	5,849,916	67.1	26,319	37,261	2,885,799	54.5	14,043	18,381	.1287	.1392
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	1,159.1	1,283.9	10.8	558.0	13.4	25,957,550	59.9	33,002	46,519	13,912,522	60.6	17,609	24,933	.5724	.6087
Broward	1,159.1	1,283.9	10.8	558.0	13.4	25,957,550	59.9	33,002	46,519	13,912,522	60.6	17,609	24,933	.5724	.6087
FORT MYERS - CAPE CORAL	267.5	321.9	20.3	139.0	23.4	5,516,427	71.5	28,560	39,687	2,747,898	56.7	15,577	19,769	.1173	.1301
Lee	267.5	321.9	20.3	139.0	23.4	5,516,427	71.5	28,560	39,687	2,747,898	56.7	15,577	19,769	.1173	.1301
FORT PIERCE	200.9	244.1	21.5	101.1	24.8	3,512,295	68.0	25,868	34,741	2,087,071	65.1	15,609	20,644	.0813	.0908
Martin	83.8	100.9	20.4	44.0	23.9	1,656,357	67.6	27,831	37,644	806,593	53.3	14,822	18,332	.0360	.0392
St. Lucie	117.1	143.2	22.3	57.1	25.5	1,855,938	68.3	24,230	32,503	1,280,478	73.5	16,224	22,425	.0453	.0516
FORT WALTON BEACH	133.5	154.2	15.5	57.5	18.8	2,371,737	66.1	29,507	41,248	1,423,779	67.5	17,559	24,761	.0549	.0608
Okaloosa	133.5	154.2	15.5	57.5	18.8	2,371,737	66.1	29,507	41,248	1,423,779	67.5	17,559	24,761	.0549	.0608
GAINESVILLE	194.9	214.3	10.0	82.5	13.5	3,158,336	60.5	27,073	38,283	1,841,750	59.0	15,932	22,324	.0763	.0806
Alachua	171.9	189.2	10.1	74.1	13.5	2,893,507	60.9	27,532	39,049	1,699,517	59.1	16,363	22,935	.0694	.0735
Bradford	23.0	25.1	9.1	8.4	13.5	264,829	55.4	23,026	31,527	142,233	58.5	12,130	16,933	.0069	.0071
JACKSONVILLE	817.6	899.8	10.1	345.9	12.1	14,313,158	57.1	29,536	41,379	7,294,615	52.0	15,556	21,089	.3337	.3453
Clay	88.3	107.5	21.7	33.3	19.4	1,500,487	66.6	32,282	45,060	590,646	55.[illegible]	13,638	17,737	.0316	.0347
Duval	620.5	661.4	6.6	262.6	9.3	10,843,934	53.5	29,407	41,294	5,891,806	50.5	16,292	22,436	.2618	.2653
Nassau	40.0	46.5	16.3	16.4	18.8	587,231	59.2	26,732	35,807	281,284	64.1	12,417	17,151	.0135	.0146
St. Johns	68.8	84.4	22.7	33.6	26.8	1,381,506	78.1	29,279	41,116	530,879	59.8	12,536	15,800	.0268	.0307
LAKELAND - WINTER HAVEN	363.6	400.0	10.0	152.6	13.0	5,445,422	54.2	26,144	35,684	2,901,392	47.7	14,540	19,013	.1355	.1378
Polk	363.6	400.0	10.0	152.6	13.0	5,445,422	54.2	26,144	35,684	2,901,3[illegible]	47.7	14,540	19,013	.1355	.1378
MELBOURNE - TITUSVILLE - PALM BAY	[illegible]	408.1	18.3	168.2	21.3	6,265,924	62.8	27,756	37,253	2,990,735	50.2	14,356	17,781	.1402	.1494
Brevard	[illegible]	408.1	18.3	168.2	21.3	6,265,924	62.8	27,756	37,253	2,990,735	50.2	14,356	17,781	.1402	.1494
MIAMI - HIALEAH	[illegible]	1,902.5	7.4	713.6	7.3	30,228,298	48.8	30,539	42,360	19,401,234	50.7	19,353	27,188	.7867	.7871
Dade	[illegible]	1,902.5	7.4	713.6	7.3	30,228,298	48.8	30,539	42,360	19,401,234	50.7	19,353	27,188	.7867	.7871
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*2,930.7*	*3,186.4*	*8.7*	*1,271.6*	*9.9*	*56,185,848*	*53.7*	*31,586*	*44,185*	*33,313,756*	*54.7*	*18,612*	*26,198*	*1.3591*	*1.3958*
NAPLES	117.9	145.6	23.5	62.5	27.0	2,407,133	62.7	30,068	38,514	1,721,181	71.8	20,365	27,539	.0577	.0647
Collier	117.9	145.6	23.5	62.5	27.0	2,407,133	62.7	30,068	38,514	1,721,181	71.8	20,365	27,539	.0577	.0647
OCALA	167.3	206.6	23.5	82.8	26.8	2,551,489	72.8	22,614	30,815	1,750,163	68.4	15,916	21,137	.0625	.0716
Marion	167.3	206.6	23.5	82.8	26.8	2,551,489	72.8	22,614	30,815	1,750,163	68.4	15,916	21,137	.0625	.0716
ORLANDO	864.1	1,010.4	16.9	389.6	20.0	16,742,893	67.7	30,731	42,975	10,211,967	67.1	18,820	26,211	.3815	.4248
Orange	551.9	623.0	12.9	243.0	16.0	10,653,948	64.0	31,007	43,843	6,851,997	64.5	19,884	28,198	.2514	.2739
Osceola	77.9	103.7	33.1	41.0	35.8	1,305,170	84.9	23,377	31,833	1,076,573	89.0	18,860	26,258	.0313	.0391
Seminole	234.3	283.7	21.1	105.6	24.1	4,783,775	72.1	32,659	45,301	2,283,397	65.8	16,188	21,623	.0988	.1118
PANAMA CITY	114.7	129.7	13.1	50.4	16.1	1,386,836	44.5	22,110	27,517	1,095,536	46.6	17,218	21,737	.0427	.0425
Bay	114.7	129.7	13.1	50.4	16.1	1,386,836	44.5	22,110	27,517	1,095,536	46.6	17,218	21,737	.0427	.0425
PENSACOLA	329.4	365.0	10.8	136.6	13.5	5,678,907	60.9	29,330	41,573	2,665,609	53.8	14,410	19,514	.1276	.1343
Escambia	262.7	288.3	9.7	108.7	12.5	4,512,335	59.6	29,264	41,512	2,287,458	52.2	15,555	21,044	.1046	.1090
Santa Rosa	66.7	76.7	15.0	27.9	17.7	1,166,572	66.3	29,600	41,813	378,151	63.8	9,742	13,554	.0230	.0253
SARASOTA	247.6	286.1	15.5	134.0	18.5	5,263,752	63.4	28,488	39,282	2,994,255	60.3	16,515	22,345	.1182	.1280
Sarasota	247.6	286.1	15.5	134.0	18.5	5,263,752	63.4	28,488	39,282	2,994,255	60.3	16,515	22,345	.1182	.1280
TALLAHASSEE	212.0	230.7	8.8	88.0	12.2	3,441,504	56.7	28,010	39,108	1,879,038	57.6	15,210	21,353	.0827	.0859
Gadsden	43.4	44.6	2.8	14.3	5.9	352,040	34.3	19,416	24,618	137,038	26.9	8,002	9,583	.0107	.0096
Leon	168.6	186.1	10.4	73.7	13.6	3,089,464	59.8	29,797	41,919	1,742,000	60.6	16,709	23,636	.0720	.0763
TAMPA - ST. PETERSBURG - CLEARWATER	1,870.0	2,091.8	11.9	900.7	14.5	35,385,222	61.4	27,879	39,286	18,577,023	61.3	14,644	20,625	.7945	.8510
Hernando	72.2	95.3	32.0	40.9	35.0	1,208,364	83.8	21,700	29,544	438,231	67.3	8,647	10,715	.0233	.0282
Hillsborough	740.1	823.9	11.3	324.9	14.1	13,445,745	60.9	29,349	41,384	7,856,688	61.6	17,076	24,182	.3153	.3370
Pasco	235.3	269.6	14.6	117.7	16.9	3,847,703	63.9	23,313	32,691	1,866,891	65.1	11,231	15,861	.0857	.0937
Pinellas	822.4	903.0	9.8	417.2	12.5	16,883,410	59.8	28,494	40,468	8,415,213	59.9	14,193	20,171	.3702	.3921
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	730.5	864.6	18.4	378.6	21.4	18,709,283	72.4	34,792	49,417	9,378,835	72.5	17,430	24,772	.3713	.4245
Palm Beach	730.5	864.6	18.4	378.6	21.4	18,709,283	72.4	34,792	49,417	9,378,835	72.5	17,430	24,772	.3713	.4245
TOTAL METRO COUNTIES	10,398.6	11,723.4	12.7	4,787.0	15.2	197,579,822	60.7	29,583	41,274	109,742,673	59.0	16,612	22,925	4.5432	4.8418
TOTAL STATE	11,435.2	12,905.3	12.9	5,260.3	15.4	213,240,096	60.8	29,088	40,538	117,025,708	58.7	16,174	22,247	4.9840	5.2255

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/85 Total Pop. (Thous.)	POPULATION 12/31/90 Total Pop. (Thous.)	POPULATION % Change 1985–1990	POPULATION 12/31/90 Total Households (Thous.)	POPULATION % Change 1985–1990	EFFECTIVE BUYING INCOME 1990 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1985–1990	EFFECTIVE BUYING INCOME Average Household EBI 1985	EFFECTIVE BUYING INCOME Average Household EBI 1990	RETAIL SALES 1990 Total Retail Sales ($000)	RETAIL SALES % Change 1985–1990	RETAIL SALES Retail Sales Per Household 1985	RETAIL SALES Retail Sales Per Household 1990	BUYING POWER INDEX 1985	BUYING POWER INDEX 1990
GEORGIA															
ALBANY	**118.2**	**122.0**	**3.2**	**41.7**	**5.6**	**1,600,612**	**46.1**	**27,070**	**38,576**	**1,034,951**	**44.6**	**18,118**	**24,819**	**.0450**	**.0437**
Dougherty	103.2	104.4	1.2	36.0	3.4	1,330,462	41.4	27,031	36,957	1,018,956	44.3	20,290	28,304	.0406	.0387
Lee	15.0	17.6	17.3	5.7	21.3	270,150	73.7	34,080	48,798	15,995	67.5	2,032	2,806	.0044	.0050
ATHENS	**139.8**	**149.9**	**7.2**	**56.0**	**10.0**	**2,013,946**	**51.1**	**26,185**	**35,963**	**1,201,881**	**51.5**	**15,582**	**21,462**	**.0536**	**.0530**
Clarke	76.5	80.0	4.6	31.0	7.3	1,163,378	48.4	27,120	37,528	963,272	50.5	22,145	31,073	.0341	.0340
Jackson	27.7	29.7	7.2	10.6	10.4	354,460	51.2	24,417	33,440	162,498	54.2	10,981	15,330	.0087	.0088
Madison	20.3	22.4	10.3	8.1	14.1	232,326	50.7	21,706	28,682	25,905	47.3	2,477	3,198	.0049	.0049
Oconee	15.3	17.8	16.3	6.3	18.9	263,782	64.4	30,282	41,870	50,206	66.7	5,682	7,969	.0049	.0053
ATLANTA	**2,460.7**	**2,746.2**	**11.6**	**1,028.5**	**13.9**	**50,304,744**	**60.7**	**34,679**	**48,911**	**27,592,536**	**58.4**	**19,296**	**26,828**	**1.1377**	**1.2094**
Barrow	24.6	27.5	11.8	10.0	16.3	315,723	56.7	23,421	31,572	188,198	60.5	13,633	18,820	.0082	.0087
Butts	15.2	16.1	5.9	4.9	8.9	197,958	50.8	29,181	40,400	41,431	36.2	6,761	8,455	.0043	.0043
Cherokee	66.1	79.6	20.4	27.2	23.1	1,063,282	67.5	28,720	39,091	312,786	71.3	8,261	11,499	.0207	.0234
Clayton	170.7	188.4	10.4	67.2	12.9	3,071,791	55.7	33,156	45,711	2,121,375	58.2	22,540	31,571	.0782	.0818
Cobb	373.6	442.6	18.5	170.8	21.3	10,253,411	75.1	41,591	60,032	4,753,308	73.8	19,425	27,830	.1943	.2247

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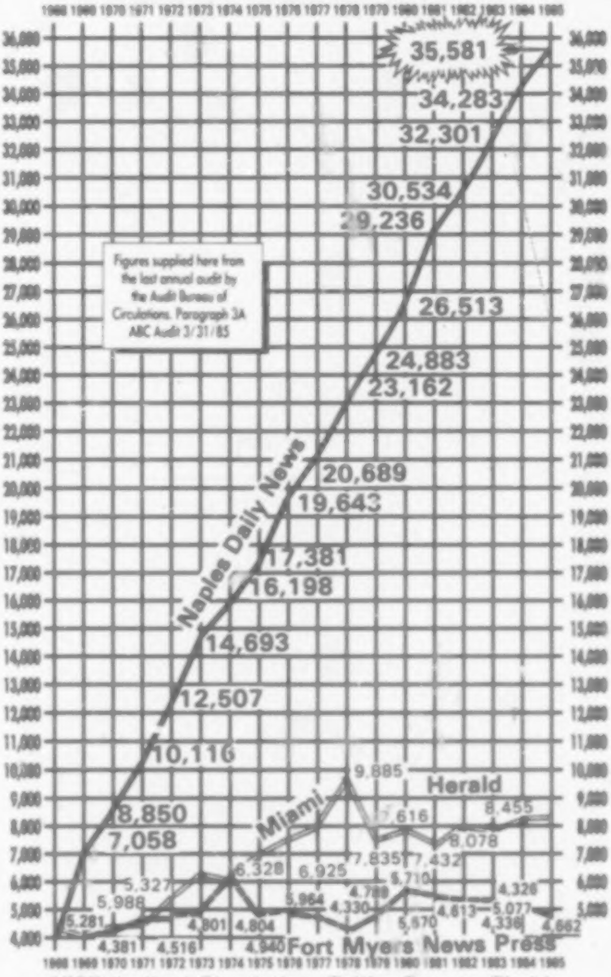

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
GEORGIA (Atlanta, cont.)															
Coweta	44.2	48.6	10.0	17.4	13.0	681,833	56.0	28,373	39,186	280,248	51.9	11,984	16,108	.0154	.0159
De Kalb	514.7	541.1	5.1	207.6	7.6	10,252,149	49.0	35,675	49,384	6,974,871	51.0	23,940	33,598	.2649	.2644
Douglas	68.5	80.7	17.8	28.5	20.5	1,199,882	66.7	32,724	45,279	486,802	69.0	13,092	18,370	.0248	.0276
Fayette	43.6	56.5	29.6	19.4	32.9	1,153,086	86.0	42,452	59,437	235,269	87.5	8,583	12,127	.0174	.0215
Forsyth	35.3	41.8	18.4	15.0	21.0	605,717	65.7	29,478	40,381	178,980	63.8	8,814	11,931	.0118	.0131
Fulton	611.2	627.1	2.6	254.4	5.1	11,788,724	49.7	32,544	46,339	8,282,252	49.6	22,878	32,556	.3103	.3082
Gwinnett	244.2	316.4	29.6	112.3	32.7	5,868,343	83.9	37,712	52,256	2,196,878	88.4	13,930	19,563	.1026	.1260
Henry	45.5	53.4	17.4	18.2	19.7	750,763	62.1	30,475	41,251	176,443	55.3	7,477	9,695	.0145	.0157
Newton	39.2	43.4	10.7	14.7	13.1	586,980	57.5	28,675	39,931	213,326	56.8	10,464	14,512	.0129	.0134
Paulding	30.8	35.0	13.6	12.5	16.8	418,830	58.0	24,769	33,506	105,401	51.7	6,493	8,432	.0088	.0092
Rockdale	46.8	55.7	19.0	18.6	21.6	911,731	69.1	35,229	49,018	438,366	71.0	16,751	23,568	.0190	.0215
Spalding	51.5	54.3	5.4	18.9	7.4	715,716	58.4	27,033	37,869	452,691	51.6	16,988	23,952	.0191	.0192
Walton	35.0	38.0	8.6	12.9	12.2	468,827	55.1	26,283	36,343	153,731	57.3	8,496	11,917	.0105	.0108
AUGUSTA	**378.7**	**408.5**	**7.9**	**147.1**	**10.4**	**6,063,288**	**57.5**	**28,876**	**41,219**	**2,953,872**	**53.8**	**14,411**	**20,081**	**.1415**	**.1465**
Columbia	53.1	64.9	22.2	22.6	24.9	1,045,904	74.2	33,173	46,279	200,913	60.3	6,925	8,890	.0179	.0203
McDuffie	19.9	21.1	6.0	7.5	7.1	213,103	40.8	21,626	28,414	160,934	46.6	15,679	21,458	.0068	.0065
Richmond	190.7	199.4	4.6	69.8	7.2	2,846,940	50.2	29,119	40,787	1,779,723	51.3	18,064	25,497	.0749	.0751
Aiken, S. C.	*115.0*	*123.1*	*7.0*	*47.2*	*9.5*	*1,957,341*	*62.9*	*27,883*	*41,469*	*812,302*	*59.3*	*11,833*	*17,219*	*.0419*	*.0446*
COLUMBUS	**242.8**	**244.7**	**.8**	**88.1**	**3.4**	**3,175,319**	**48.7**	**26,843**	**37,313**	**1,788,494**	**45.2**	**14,971**	**21,816**	**.0861**	**.0827**
Chattahoochee	21.2	20.8	−1.9	3.0	.0	299,412	46.2	68,277	99,804	5,012	44.1	1,159	1,671	.0055	.0053
Muscogee	173.1	174.8	1.0	63.8	3.4	2,337,823	42.5	26,592	36,643	1,573,692	44.8	17,615	24,666	.0670	.0641
Russell, Ala.	*48.5*	*49.1*	*1.2*	*18.3*	*4.0*	*538,084*	*48.0*	*20,660*	*29,403*	*209,790*	*47.9*	*8,058*	*11,464*	*.0136*	*.0133*
MACON - WARNER ROBINS	**279.5**	**292.2**	**4.5**	**105.6**	**7.0**	**4,592,152**	**51.6**	**30,683**	**43,486**	**2,447,948**	**50.7**	**16,463**	**23,181**	**.1120**	**.1124**
Bibb	156.2	161.0	3.1	59.5	5.3	2,397,628	48.1	28,648	40,296	1,602,652	49.0	19,043	26,935	.0649	.0641
Houston	83.3	87.9	5.5	31.0	8.4	1,557,254	55.0	35,119	50,234	703,813	54.6	15,919	22,704	.0346	.0354
Jones	19.5	21.9	12.3	7.5	15.4	338,052	62.3	32,052	45,074	22,325	43.5	2,360	2,977	.0056	.0060
Peach	20.5	21.4	4.4	7.6	7.0	299,218	51.8	27,758	39,371	119,158	52.0	11,039	15,679	.0069	.0069
SAVANNAH	**234.1**	**244.2**	**4.3**	**89.9**	**6.6**	**3,707,217**	**50.0**	**29,323**	**41,237**	**2,155,884**	**49.7**	**17,878**	**23,981**	**.0946**	**.0941**
Chatham	212.3	219.3	3.3	81.4	5.9	3,392,659	49.2	29,566	41,679	2,111,067	49.9	18,316	25,934	.0885	.0878
Effingham	21.8	24.9	14.2	8.5	14.9	314,558	58.7	26,793	37,007	44,817	43.5	4,221	5,273	.0061	.0063
TOTAL METRO COUNTIES	**3,799.7**	**4,147.7**	**9.2**	**1,528.3**	**11.6**	**70,310,315**	**57.4**	**32,628**	**46,006**	**38,818,358**	**55.6**	**18,222**	**25,400**	**1.6498**	**1.7182**
TOTAL STATE	**5,990.5**	**6,444.0**	**7.6**	**2,330.3**	**9.8**	**97,083,999**	**54.3**	**29,661**	**41,662**	**52,246,954**	**53.2**	**16,073**	**22,421**	**2.3544**	**2.4093**
HAWAII															
HONOLULU	**828.2**	**883.6**	**6.7**	**279.8**	**9.1**	**15,787,725**	**54.9**	**39,762**	**56,425**	**7,778,512**	**55.0**	**19,569**	**27,800**	**.3588**	**.3685**
Honolulu	828.2	883.6	6.7	279.8	9.1	15,787,725	54.9	39,762	56,425	7,778,512	55.0	19,569	27,800	.3588	.3685
TOTAL METRO COUNTIES	**828.2**	**883.6**	**6.7**	**279.8**	**9.1**	**15,787,725**	**54.9**	**39,762**	**56,425**	**7,778,512**	**55.0**	**19,569**	**27,800**	**.3588**	**.3685**
TOTAL STATE	**1,071.3**	**1,162.7**	**8.5**	**369.4**	**10.6**	**19,582,705**	**54.5**	**37,982**	**53,012**	**10,394,661**	**55.5**	**20,089**	**28,139**	**.4590**	**.4730**
IDAHO															
BOISE	**198.8**	**221.9**	**11.6**	**81.6**	**11.9**	**3,752,194**	**64.9**	**31,214**	**45,983**	**1,462,867**	**46.7**	**13,674**	**17,927**	**.0785**	**.0830**
Ada	198.8	221.9	11.6	81.6	11.9	3,752,194	64.9	31,214	45,983	1,462,867	46.7	13,674	17,927	.0785	.0830
TOTAL METRO COUNTIES	**198.8**	**221.9**	**11.6**	**81.6**	**11.9**	**3,752,194**	**64.9**	**31,214**	**45,983**	**1,462,867**	**46.7**	**13,674**	**17,927**	**.0785**	**.0830**
TOTAL STATE	**1,039.9**	**1,101.4**	**6.9**	**372.5**	**6.1**	**15,051,760**	**55.4**	**27,594**	**40,407**	**7,134,698**	**46.8**	**13,850**	**19,127**	**.3638**	**.3676**
ILLINOIS															
AURORA - ELGIN	**349.2**	**377.6**	**8.1**	**135.0**	**10.7**	**6,882,252**	**53.4**	**37,081**	**50,980**	**2,391,821**	**41.8**	**13,836**	**17,717**	**.1459**	**.1457**
Kane	308.1	333.2	8.1	119.4	10.9	6,192,617	54.3	37,265	51,864	2,277,170	42.5	14,841	19,072	.1317	.1325
Kendall	41.1	44.4	8.0	15.6	9.9	689,635	37.1	35,425	44,207	114,651	30.0	6,212	7,349	.0142	.0132
BLOOMINGTON - NORMAL	**125.1**	**130.0**	**3.9**	**48.5**	**6.6**	**2,543,042**	**57.2**	**35,552**	**52,434**	**1,192,125**	**54.4**	**16,972**	**24,580**	**.0559**	**.0574**
McLean	125.1	130.0	3.9	48.5	6.6	2,543,042	57.2	35,552	52,434	1,192,125	54.4	16,972	24,580	.0559	.0574
CHAMPAIGN - URBANA - RANTOUL	**168.8**	**170.0**	**.7**	**63.4**	**3.1**	**2,651,324**	**38.9**	**31,040**	**41,819**	**1,423,903**	**42.8**	**16,215**	**22,459**	**.0695**	**.0653**
Champaign	168.8	170.0	.7	63.4	3.1	2,651,324	38.9	31,040	41,819	1,423,903	42.8	16,215	22,459	.0695	.0653
CHICAGO	**6,127.1**	**6,173.2**	**.8**	**2,306.4**	**3.1**	**121,661,698**	**49.8**	**36,480**	**52,750**	**52,260,415**	**46.7**	**15,919**	**22,659**	**2.7327**	**2.6790**
Cook	5,221.8	5,178.9	−.8	1,944.5	1.5	97,109,717	45.4	34,853	49,941	42,466,372	44.8	15,299	21,839	2.2566	2.1689
Du Page	737.1	808.2	9.6	296.1	12.3	20,773,192	65.6	47,586	70,156	8,849,433	56.4	21,465	29,887	.4068	.4370
McHenry	168.2	186.1	10.6	65.8	13.3	3,778,789	63.6	39,749	57,428	944,610	45.0	11,212	14,356	.0693	.0731
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***8,098.1***	***8,216.6***	***1.5***	***3,013.9***	***3.7***	***157,670,830***	***48.4***	***35,555***	***52,315***	***67,179,417***	***46.1***	***15,828***	***22,290***	***3.5582***	***3.4812***
DAVENPORT - ROCK ISLAND - MOLINE	**389.5**	**391.3**	**.5**	**150.8**	**2.7**	**7,321,594**	**47.7**	**33,703**	**48,552**	**3,070,668**	**40.6**	**14,879**	**20,363**	**.1678**	**.1619**
Henry	56.7	55.3	−2.5	20.9	.0	988,640	43.8	32,887	47,303	268,124	34.5	9,535	12,824	.0212	.0200
Rock Island	165.5	163.2	−1.4	63.7	.8	3,175,011	45.1	34,619	49,843	1,470,224	44.2	16,131	23,082	.0747	.0716
Scott, Iowa	*167.3*	*172.8*	*3.3*	*66.2*	*5.6*	*3,157,943*	*51.7*	*33,191*	*47,703*	*1,332,320*	*38.0*	*15,398*	*20,126*	*.0719*	*.0703*
DECATUR	**131.7**	**131.6**	**−.1**	**51.4**	**2.2**	**2,546,886**	**49.9**	**33,783**	**49,550**	**1,126,764**	**47.6**	**15,179**	**21,921**	**.0576**	**.0567**
Macon	131.7	131.6	−.1	51.4	2.2	2,546,886	49.9	33,783	49,550	1,126,764	47.6	15,179	21,921	.0576	.0567
JOLIET	**383.6**	**407.0**	**6.1**	**135.9**	**8.2**	**6,776,105**	**47.4**	**36,609**	**49,861**	**2,214,111**	**46.1**	**12,066**	**16,290**	**.1465**	**.1443**
Grundy	33.2	35.3	6.3	13.1	8.3	724,448	60.3	37,346	55,301	214,375	47.6	12,002	16,365	.0140	.0145
Will	350.4	371.7	6.1	122.8	8.2	6,051,657	46.0	36,530	49,281	1,999,736	45.9	12,073	16,284	.1325	.1298
KANKAKEE	**104.1**	**104.9**	**.8**	**38.2**	**3.0**	**1,488,407**	**37.0**	**29,281**	**38,964**	**639,384**	**33.5**	**12,907**	**16,738**	**.0384**	**.0351**
Kankakee	104.1	104.9	.8	38.2	3.0	1,488,407	37.0	29,281	38,964	639,384	33.5	12,907	16,738	.0384	.0351

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	EFFECTIVE BUYING INCOME 1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	RETAIL SALES 1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	BUYING POWER INDEX 1985	BUYING POWER INDEX 1990
ILLINOIS (cont.)															
LAKE COUNTY	472.6	500.7	5.9	170.3	8.7	11,258,624	55.7	46,182	66,111	4,427,254	54.0	18,362	25,997	.2304	.2364
Lake	472.6	500.7	5.9	170.3	8.7	11,258,624	55.7	46,182	66,111	4,427,254	54.0	18,362	25,997	.2304	.2364
PEORIA	370.8	372.3	.4	141.1	2.6	7,256,795	47.7	35,734	51,423	2,640,828	39.5	13,772	18,716	.1592	.1532
Peoria	200.9	199.8	–.5	77.3	1.7	4,129,198	50.2	36,161	53,405	1,605,135	41.0	14,981	20,765	.0901	.0878
Tazewell	134.7	136.1	1.0	51.0	3.2	2,532,576	44.8	35,401	49,658	894,102	38.3	13,091	17,531	.0563	.0534
Woodford	35.2	36.4	3.4	12.8	5.8	595,021	42.9	34,414	46,486	141,591	30.5	8,965	11,062	.0128	.0120
ROCKFORD	282.0	283.1	.4	107.1	2.6	4,813,561	40.2	32,889	44,945	2,306,603	43.1	15,436	21,537	.1193	.1125
Boone	29.9	30.8	3.0	11.1	4.7	399,172	27.0	29,659	35,961	170,244	38.1	11,633	15,337	.0107	.0096
Winnebago	252.1	252.3	.1	96.0	2.3	4,414,389	41.5	33,255	45,983	2,136,359	43.6	15,865	22,254	.1086	.1029
SPRINGFIELD	195.4	201.4	3.1	83.1	5.6	3,320,889	39.5	30,252	39,963	1,607,915	40.0	14,597	19,349	.0833	.0784
Menard	12.5	13.2	5.6	5.1	8.5	156,130	28.3	25,886	30,614	32,523	25.9	5,495	6,377	.0036	.0034
Sangamon	182.9	188.2	2.9	78.0	5.4	3,164,759	40.1	30,529	40,574	1,575,392	40.3	15,176	20,197	.0797	.0750
TOTAL METRO COUNTIES	9,523.2	9,661.9	1.5	3,584.4	3.7	183,387,115	48.0	35,863	51,163	78,185,657	45.8	15,517	21,813	4.1560	4.0578
TOTAL STATE	11,640.4	11,795.6	1.3	4,412.4	3.6	213,605,070	46.4	34,266	48,410	91,315,493	44.6	14,830	20,695	4.9304	4.7726
INDIANA															
ANDERSON	132.4	125.1	–5.5	46.9	–3.5	2,170,231	46.7	30,433	46,274	1,083,599	41.9	15,709	23,104	.0538	.0511
Madison	132.4	125.1	–5.5	46.9	–3.5	2,170,231	46.7	30,433	46,274	1,083,599	41.9	15,709	23,104	.0538	.0511
BLOOMINGTON	101.4	103.4	2.0	37.5	4.2	1,625,960	59.5	28,317	43,359	841,297	53.8	15,199	22,435	.0384	.0395
Monroe	101.4	103.4	2.0	37.5	4.2	1,625,960	59.5	28,317	43,359	841,297	53.8	15,199	22,435	.0384	.0395
ELKHART - GOSHEN	145.9	153.4	5.1	56.3	7.6	2,513,681	59.0	30,225	44,648	1,589,726	56.0	19,482	28,237	.0622	.0647
Elkhart	145.9	153.4	5.1	56.3	7.6	2,513,681	59.0	30,225	44,648	1,589,726	56.0	19,482	28,237	.0622	.0647
EVANSVILLE	285.4	292.2	2.4	112.5	4.6	5,158,394	56.7	30,595	45,852	2,832,150	52.2	17,297	25,175	.1223	.1247
Posey	27.6	28.4	2.9	10.0	5.3	457,874	58.6	30,387	45,787	127,627	54.1	8,717	12,763	.0093	.0094
Vanderburgh	167.2	166.0	–.7	66.9	1.7	3,230,922	57.9	31,099	48,295	2,065,905	51.2	20,769	30,880	.0797	.0812
Warrick	47.4	52.6	11.0	18.4	13.6	726,584	49.3	30,035	39,488	213,310	55.5	8,468	11,593	.0155	.0157
Henderson, Ky.	*43.2*	*45.2*	*4.6*	*17.2*	*6.8*	*743,014*	*57.9*	*29,223*	*43,198*	*425,308*	*54.9*	*17,054*	*24,727*	*.0178*	*.0184*
FORT WAYNE	357.3	358.5	.3	131.7	2.5	5,923,713	48.5	31,047	44,979	3,106,540	47.2	16,427	23,588	.1462	.1431
Allen	296.2	296.4	.1	109.8	2.3	5,070,338	49.3	31,653	46,178	2,726,409	47.4	17,240	24,831	.1250	.1226
De Kalb	34.0	34.2	.6	12.0	1.7	479,584	43.2	28,577	39,965	189,404	43.9	11,152	15,784	.0116	.0112
Whitley	27.1	27.9	3.0	9.9	5.3	373,791	44.7	27,486	37,757	190,727	47.3	13,779	19,265	.0096	.0093
GARY - HAMMOND	643.1	636.6	–1.0	221.6	1.0	8,620,508	30.1	30,209	38,901	4,989,849	35.4	16,791	22,517	.2510	.2241
Lake	510.7	493.9	–3.3	172.8	–1.3	6,348,132	24.6	29,107	36,737	4,179,695	32.6	18,011	24,188	.2012	.1743
Porter	132.4	142.7	7.8	48.8	9.9	2,272,376	48.1	34,556	46,565	810,154	52.2	11,985	16,602	.0498	.0498
INDIANAPOLIS	1,208.6	1,241.2	2.7	465.0	4.8	22,645,995	56.7	32,561	48,701	12,356,422	52.7	18,238	26,573	.5321	.5436
Boone	38.7	40.5	4.7	14.7	7.3	625,061	46.2	31,201	42,521	285,471	49.4	13,943	19,420	.0149	.0147
Hamilton	96.9	110.1	13.6	38.0	15.9	2,012,030	61.5	37,985	52,948	657,005	63.1	12,278	17,290	.0388	.0419
Hancock	47.2	50.0	5.9	17.2	8.2	786,198	52.2	32,491	45,709	355,279	53.0	14,602	20,656	.0182	.0184
Hendricks	76.2	81.0	6.3	26.9	8.0	1,179,475	44.7	32,738	43,847	376,944	49.2	10,146	14,013	.0263	.0258
Johnson	83.4	88.7	6.4	30.7	8.5	1,524,260	60.2	33,627	49,650	770,315	57.2	17,316	25,092	.0344	.0361
Marion	770.7	772.5	.2	302.7	2.5	15,149,708	58.7	32,344	50,049	9,315,519	52.2	20,736	30,775	.3661	.3742
Morgan	55.2	57.7	4.5	20.2	8.0	810,133	47.9	29,290	40,106	367,001	50.8	13,015	18,168	.0196	.0194
Shelby	40.3	40.7	1.0	14.6	2.8	559,130	41.5	27,825	38,297	226,888	43.9	11,202	15,677	.0138	.0131
KOKOMO	103.8	103.4	–.4	38.9	1.3	1,953,216	54.1	33,015	50,211	1,013,344	49.5	17,652	26,050	.0458	.0458
Howard	87.0	86.8	–.2	32.6	1.6	1,709,687	57.3	33,864	52,444	914,825	50.8	18,900	28,062	.0396	.0402
Tipton	16.8	16.6	–1.2	6.3	.0	243,529	34.7	28,693	38,655	98,519	38.5	11,290	15,638	.0062	.0056
LAFAYETTE - WEST LAFAYETTE	122.8	124.2	1.1	44.2	3.8	2,117,646	57.4	31,579	47,911	1,144,557	52.4	17,626	25,895	.0504	.0514
Tippecanoe	122.8	124.2	1.1	44.2	3.8	2,117,646	57.4	31,579	47,911	1,144,557	52.4	17,626	25,895	.0504	.0514
MUNCIE	124.7	121.0	–3.0	43.9	–.9	1,974,927	50.9	29,539	44,987	1,175,697	45.9	18,193	26,781	.0511	.0499
Delaware	124.7	121.0	–3.0	43.9	–.9	1,974,927	50.9	29,539	44,987	1,175,697	45.9	18,193	26,781	.0511	.0499
SOUTH BEND - MISHAWAKA	238.7	234.9	–1.6	88.4	.7	3,955,104	48.9	30,258	44,741	2,263,085	46.0	17,654	25,601	.1006	.0979
St. Joseph	238.7	234.9	–1.6	88.4	.7	3,955,104	48.9	30,258	44,741	2,263,085	46.0	17,654	25,601	.1006	.0979
TERRE HAUTE	134.2	131.0	–2.4	48.6	–1.2	2,034,453	48.5	27,849	41,861	1,501,248	44.1	21,175	30,890	.0581	.0560
Clay	25.2	25.3	.4	9.4	.0	390,964	54.5	26,914	41,592	176,321	48.3	12,647	18,758	.0093	.0091
Vigo	109.0	105.7	–3.0	39.2	–1.5	1,643,489	47.1	28,070	41,926	1,324,927	43.6	23,189	33,799	.0488	.0469
TOTAL METRO COUNTIES	3,778.0	3,811.7	.9	1,401.5	3.0	63,284,949	50.4	30,934	45,155	35,124,204	48.0	17,438	25,062	1.5753	1.5548
TOTAL STATE	5,585.8	5,641.5	1.0	2,064.8	3.0	88,964,034	49.5	29,681	43,086	46,943,812	47.4	15,889	22,735	2.2109	2.1734
IOWA															
CEDAR RAPIDS	172.1	173.5	.8	68.6	3.0	3,285,781	51.1	32,661	47,898	1,420,724	42.9	14,926	20,710	.0744	.0731
Linn	172.1	173.5	.8	68.6	3.0	3,285,781	51.1	32,661	47,898	1,420,724	42.9	14,926	20,710	.0744	.0731
DAVENPORT - ROCK ISLAND - MOLINE	389.5	391.3	.5	150.8	2.7	7,321,594	47.7	33,762	48,552	3,070,668	40.6	14,879	20,363	.1678	.1619
Scott	167.3	172.8	3.3	66.2	5.6	3,157,943	51.7	33,791	47,703	1,332,320	38.0	15,398	20,126	.0719	.0703
Henry, Ill.	*56.7*	*55.3*	*–2.5*	*20.9*	*.0*	*988,640*	*43.8*	*32,887*	*47,303*	*268,024*	*34.5*	*9,535*	*12,824*	*.0212*	*.0200*
Rock Island, Ill.	*165.5*	*163.2*	*–1.4*	*63.7*	*.8*	*3,175,011*	*45.1*	*34,619*	*49,843*	*1,470,324*	*44.2*	*16,131*	*23,082*	*.0747*	*.0716*
DES MOINES	384.3	398.2	3.6	161.3	5.9	7,908,273	59.3	33,599	49,028	3,558,228	47.3	15,861	22,060	.1726	.1763
Dallas	30.9	32.1	3.9	12.6	5.9	442,741	36.7	27,209	35,138	158,044	32.0	10,065	12,543	.0110	.0101
Polk	315.5	325.8	3.3	134.4	5.7	6,821,013	61.3	33,243	50,752	3,270,964	48.5	17,316	24,338	.1491	.1535
Warren	37.9	40.3	6.3	14.3	8.3	644,519	56.2	31,257	45,071	129,220	38.6	7,065	9,036	.0125	.0127
DUBUQUE	92.1	89.9	–2.4	31.2	.0	1,258,056	35.1	29,842	40,322	668,288	33.4	16,061	21,419	.0352	.0315
Dubuque	92.1	89.9	–2.4	31.2	.0	1,258,056	35.1	29,842	40,322	668,288	33.4	16,061	21,419	.0352	.0315

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
IOWA (cont.)															
IOWA CITY	**86.0**	**89.1**	**3.6**	**35.6**	**6.3**	**1,795,721**	**66.4**	**32,210**	**50,442**	**611,684**	**45.4**	**12,554**	**17,182**	**.0354**	**.0372**
Johnson	86.0	89.1	3.6	35.6	6.3	1,795,721	66.4	32,210	50,442	611,684	45.4	12,554	17,182	.0354	.0372
SIOUX CITY	**118.4**	**118.6**	**.2**	**45.8**	**2.2**	**1,797,424**	**44.8**	**27,706**	**39,245**	**991,217**	**40.9**	**15,699**	**21,642**	**.0471**	**.0450**
Woodbury	100.3	99.2	−1.1	38.8	1.3	1,539,668	45.3	27,676	39,682	897,791	40.6	16,666	23,139	.0410	.0390
Dakota, Neb.	*18.1*	*19.4*	*7.2*	*7.0*	*7.7*	*257,756*	*42.2*	*27,879*	*36,822*	*93,426*	*44.0*	*9,984*	*13,347*	*.0061*	*.0060*
WATERLOO - CEDAR FALLS	**157.8**	**157.3**	**−.3**	**57.9**	**.0**	**2,798,337**	**48.6**	**32,534**	**48,331**	**1,103,284**	**35.6**	**14,049**	**19,055**	**.0643**	**.0615**
Black Hawk	132.5	131.9	−.5	48.7	−.2	2,377,853	48.2	32,869	48,827	991,020	35.7	14,962	20,349	.0554	.0529
Bremer	25.3	25.4	.4	9.2	1.1	420,484	50.3	30,741	45,705	112,264	34.8	9,153	12,203	.0089	.0086
TOTAL METRO COUNTIES	**1,247.5**	**1,268.0**	**1.6**	**493.7**	**3.8**	**23,260,812**	**53.6**	**31,849**	**47,115**	**10,451,255**	**42.8**	**15,384**	**21,169**	**.5317**	**.5261**
TOTAL STATE	**2,942.8**	**2,959.3**	**.6**	**1,151.0**	**2.6**	**47,137,441**	**47.4**	**28,511**	**40,953**	**21,469,937**	**40.6**	**13,609**	**18,653**	**1.1437**	**1.1003**
KANSAS															
KANSAS CITY	**1,497.5**	**1,546.8**	**3.3**	**586.4**	**4.5**	**29,798,170**	**50.3**	**35,332**	**50,815**	**15,676,829**	**49.4**	**18,690**	**26,734**	**.7040**	**.7080**
Johnson	307.6	341.5	11.0	131.0	13.7	8,713,715	62.3	46,608	66,517	3,886,109	62.0	20,823	29,665	.1730	.1860
Leavenworth	58.4	60.8	4.1	19.4	5.4	944,173	47.3	34,830	48,669	302,346	40.6	11,054	15,585	.0207	.0204
Miami	22.8	23.8	4.4	8.7	6.1	354,333	41.4	30,553	40,728	123,691	46.2	10,317	14,217	.0081	.0078
Wyandotte	171.9	170.5	−.8	64.3	.3	2,883,307	45.4	30,942	44,841	1,157,166	44.0	12,536	17,996	.0670	.0642
Cass, Mo.	*56.0*	*59.9*	*7.0*	*20.2*	*5.8*	*813,837*	*40.5*	*30,331*	*40,289*	*329,653*	*45.5*	*11,862*	*16,319*	*.0198*	*.0190*
Clay, Mo.	*141.7*	*145.2*	*2.5*	*55.1*	*4.8*	*2,778,056*	*50.0*	*35,204*	*50,418*	*1,846,349*	*49.5*	*23,480*	*33,509*	*.0714*	*.0709*
Jackson, Mo.	*632.4*	*630.6*	*−.3*	*247.1*	*.6*	*11,853,578*	*47.1*	*32,806*	*47,971*	*7,536,145*	*45.1*	*21,150*	*30,498*	*.3081*	*.2984*
Lafayette, Mo.	*31.3*	*32.5*	*3.8*	*11.6*	*1.8*	*416,712*	*37.1*	*26,666*	*35,923*	*157,531*	*40.9*	*9,805*	*13,580*	*.0104*	*.0097*
Platte, Mo.	*52.5*	*57.9*	*10.3*	*20.7*	*10.7*	*792,762*	*33.2*	*31,835*	*38,298*	*244,164*	*45.4*	*8,979*	*11,795*	*.0185*	*.0174*
Ray, Mo.	*22.9*	*24.1*	*5.2*	*8.3*	*3.8*	*247,697*	*23.6*	*25,044*	*29,843*	*93,675*	*35.7*	*8,628*	*11,286*	*.0070*	*.0062*
LAWRENCE	**71.7**	**74.8**	**4.3**	**26.8**	**5.5**	**1,246,850**	**52.5**	**32,183**	**46,524**	**546,342**	**51.3**	**14,218**	**20,386**	**.0284**	**.0285**
Douglas	71.7	74.8	4.3	26.8	5.5	1,246,850	52.5	32,183	46,524	546,342	51.3	14,218	20,386	.0284	.0285
TOPEKA	**160.3**	**164.0**	**2.3**	**65.6**	**4.8**	**3,436,733**	**52.1**	**36,094**	**52,389**	**1,541,443**	**50.6**	**16,356**	**23,498**	**.0757**	**.0758**
Shawnee	160.3	164.0	2.3	65.6	4.8	3,436,733	52.1	36,094	52,389	1,541,443	50.6	16,356	23,498	.0757	.0758
WICHITA	**431.6**	**449.1**	**4.1**	**175.5**	**6.3**	**9,736,102**	**54.8**	**38,097**	**55,476**	**4,057,985**	**50.1**	**16,378**	**23,122**	**.2064**	**.2092**
Butler	47.6	50.1	5.3	18.3	5.8	718,842	35.5	30,675	39,281	280,250	43.0	11,326	15,314	.0177	.0166
Sedgwick	384.0	399.0	3.9	157.2	6.4	9,017,260	56.6	38,965	57,362	3,777,735	50.6	16,969	24,031	.1887	.1926
TOTAL METRO COUNTIES	**1,224.3**	**1,284.5**	**4.9**	**491.3**	**7.0**	**27,315,213**	**55.1**	**38,368**	**55,598**	**11,615,082**	**53.2**	**16,513**	**23,642**	**.5793**	**.5919**
TOTAL STATE	**2,470.5**	**2,558.7**	**3.6**	**976.9**	**5.1**	**45,657,066**	**48.9**	**32,996**	**46,737**	**20,960,860**	**48.8**	**15,161**	**21,457**	**1.0857**	**1.0439**
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	**154.4**	**159.6**	**3.4**	**54.1**	**5.9**	**2,230,558**	**58.8**	**27,483**	**41,230**	**1,142,301**	**54.5**	**14,473**	**21,115**	**.0538**	**.0555**
Christian	67.4	69.1	2.5	22.1	4.7	966,656	60.0	28,633	43,740	444,268	53.9	13,679	20,103	.0226	.0233
Montgomery, Tenn.	*87.0*	*90.5*	*4.0*	*32.0*	*6.7*	*1,263,902*	*57.9*	*26,674*	*39,497*	*698,033*	*54.8*	*15,032*	*21,814*	*.0312*	*.0322*
HUNTINGTON - ASHLAND	**339.8**	**340.9**	**.3**	**128.4**	**2.6**	**4,367,009**	**44.0**	**24,237**	**34,011**	**2,425,424**	**41.9**	**13,668**	**18,890**	**.1191**	**.1136**
Boyd	55.2	54.5	−1.3	20.8	1.5	707,968	33.0	25,962	34,037	479,096	38.7	16,847	23,033	.0215	.0197
Carter	26.3	27.1	3.0	9.3	5.7	284,196	53.9	20,989	30,559	118,973	38.1	9,789	12,793	.0073	.0072
Greenup	40.4	41.4	2.5	14.1	3.7	405,805	24.2	24,029	28,780	105,438	27.1	6,100	7,478	.0109	.0095
Lawrence, Ohio	*65.0*	*66.0*	*1.5*	*24.5*	*4.3*	*938,116*	*53.4*	*26,024*	*38,290*	*230,731*	*34.9*	*7,280*	*9,418*	*.0200*	*.0197*
Cabell, W. Va.	*105.4*	*103.6*	*−1.7*	*42.1*	*.7*	*1,400,066*	*42.7*	*23,475*	*33,256*	*1,303,515*	*45.2*	*21,473*	*30,962*	*.0457*	*.0435*
Wayne, W. Va.	*47.5*	*48.3*	*1.7*	*17.6*	*4.1*	*630,858*	*39.5*	*23,405*	*35,844*	*187,671*	*48.2*	*7,494*	*10,663*	*.0137*	*.0140*
LEXINGTON-FAYETTE	**330.7**	**342.8**	**3.7**	**131.6**	**6.1**	**6,053,966**	**61.7**	**30,194**	**46,003**	**3,236,923**	**54.4**	**16,906**	**24,597**	**.1397**	**.1455**
Bourbon	19.0	18.6	−2.1	7.0	.0	205,453	31.3	22,346	29,350	98,462	36.8	10,281	14,069	.0059	.0052
Clark	30.0	31.4	4.7	11.8	8.3	540,389	67.3	29,640	45,796	216,388	51.6	13,095	18,338	.0114	.0120
Fayette	209.9	215.7	2.8	86.0	5.3	4,068,916	60.9	30,960	47,313	2,525,393	54.6	19,991	29,365	.0978	.1017
Jessamine	29.8	33.0	10.7	11.3	14.1	531,905	78.0	30,176	47,071	188,332	70.1	11,183	16,667	.0103	.0117
Scott	23.2	24.3	4.7	8.5	6.3	340,925	56.3	27,271	40,109	85,851	39.9	7,673	10,100	.0072	.0071
Woodford	18.8	19.8	5.3	7.0	7.7	366,378	67.8	33,582	52,340	122,477	60.4	11,745	17,497	.0071	.0078
LOUISVILLE	**971.0**	**978.0**	**.7**	**365.8**	**2.7**	**16,721,957**	**55.0**	**30,290**	**45,713**	**8,228,219**	**48.9**	**15,666**	**22,712**	**.3928**	**.3946**
Bullitt	49.0	53.9	10.0	16.9	12.7	720,167	65.2	29,065	42,613	154,942	62.7	6,350	9,168	.0139	.0151
Jefferson	678.5	668.5	−1.5	259.2	.8	12,248,781	54.3	30,871	47,256	6,408,165	48.7	16,960	25,032	.2915	.2911
Oldham	33.4	38.3	14.7	11.8	19.2	687,118	82.5	38,030	58,230	124,601	57.7	7,980	10,559	.0112	.0129
Shelby	25.0	26.3	5.2	9.1	5.8	360,999	51.6	27,681	39,670	117,928	35.3	10,136	12,959	.0081	.0081
Clark, Ind.	*92.0*	*94.1*	*2.3*	*34.4*	*4.6*	*1,270,676*	*45.2*	*26,602*	*36,938*	*895,719*	*47.0*	*18,526*	*26,038*	*.0364*	*.0353*
Floyd, Ind.	*63.3*	*64.9*	*2.5*	*23.5*	*4.0*	*1,004,458*	*53.4*	*28,966*	*42,743*	*394,775*	*50.6*	*11,597*	*16,799*	*.0226*	*.0226*
Harrison, Ind.	*29.8*	*32.0*	*7.4*	*10.9*	*9.0*	*429,758*	*59.8*	*26,893*	*39,427*	*132,089*	*55.6*	*8,489*	*12,118*	*.0091*	*.0095*
OWENSBORO	**88.2**	**89.9**	**1.9**	**33.9**	**4.6**	**1,303,089**	**47.9**	**27,187**	**38,439**	**865,151**	**48.4**	**17,997**	**25,521**	**.0356**	**.0350**
Daviess	88.2	89.9	1.9	33.9	4.6	1,303,089	47.9	27,187	38,439	865,151	48.4	17,997	25,521	.0356	.0350
TOTAL METRO COUNTIES	**1,708.1**	**1,730.2**	**1.3**	**644.9**	**3.5**	**28,945,999**	**55.2**	**29,934**	**44,884**	**14,806,726**	**50.7**	**15,769**	**22,960**	**.6861**	**.6924**
TOTAL STATE	**3,786.2**	**3,883.9**	**2.6**	**1,412.9**	**4.6**	**55,444,668**	**54.9**	**26,486**	**39,214**	**26,927,800**	**49.1**	**13,366**	**19,044**	**1.3417**	**1.3502**
LOUISIANA															
ALEXANDRIA	**143.5**	**150.4**	**4.8**	**53.7**	**7.6**	**2,018,416**	**55.7**	**25,972**	**37,587**	**1,003,802**	**41.4**	**14,223**	**18,693**	**.0502**	**.0503**
Rapides	143.5	150.4	4.8	53.7	7.6	2,018,416	55.7	25,972	37,587	1,003,802	41.4	14,223	18,693	.0502	.0503
BATON ROUGE	**554.1**	**608.5**	**9.8**	**215.5**	**12.5**	**9,509,640**	**62.5**	**30,824**	**44,499**	**4,821,509**	**53.0**	**16,454**	**22,374**	**.3192**	**.3311**
Ascension	60.5	70.3	16.2	23.1	19.1	944,426	67.5	29,067	40,884	360,251	50.2	12,362	15,595	.0204	.0220
East Baton Rouge	400.4	430.9	7.6	156.9	10.4	7,085,017	59.4	31,286	45,156	4,102,673	53.2	18,850	26,140	.1701	.1769
Livingston	71.9	84.0	16.8	28.0	19.7	1,219,783	76.5	29,57[illegible]	43,564	269,963	55.0	7,443	9,642	.0221	.0250
West Baton Rouge	21.3	23.3	9.4	7.5	13.6	340,414	68.5	30,612	45,389	88,622	52.1	8,826	11,816	.0066	.0072

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES					BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
LOUISIANA (cont.)																
HOUMA - THIBODAUX	192.1	203.7	6.0	68.1	8.3	3,007,336	55.3	30,787	44,161	1,503,301	38.1	17,302	22,075	.0740	.0734
Lafourche	88.5	92.9	5.0	30.8	6.9	1,389,853	56.1	30,923	45,125	555,958	37.7	14,018	18,051	.0320	.0318
Terrebonne	103.6	110.8	6.9	37.3	9.4	1,617,483	54.6	30,673	43,364	947,343	38.4	20,076	25,398	.0420	.0416
LAFAYETTE	216.6	239.9	10.8	85.5	13.4	3,918,339	64.5	31,584	45,829	2,426,132	51.5	21,239	28,376	.0950	.1002
Lafayette	170.2	188.1	10.5	68.9	13.3	3,298,235	64.4	33,002	47,870	2,254,226	51.9	24,404	32,717	.0819	.0863
St. Martin	46.4	51.8	11.6	16.6	13.7	620,104	65.4	25,681	37,336	171,906	46.1	8,057	10,356	.0131	.0139
LAKE CHARLES	176.8	183.7	3.9	65.8	6.5	2,656,400	46.9	29,252	40,371	1,467,527	40.7	16,880	22,303	.0695	.0672
Calcasieu	176.8	183.7	3.9	65.8	6.5	2,656,400	46.9	29,252	40,371	1,467,527	40.7	16,880	22,303	.0695	.0672
MONROE	145.5	150.6	3.5	54.1	5.9	1,901,918	47.1	25,297	35,156	1,124,812	41.5	15,557	20,791	.0522	.0505
Ouachita	145.5	150.6	3.5	54.1	5.9	1,901,918	47.1	25,297	35,156	1,124,812	41.5	15,557	20,791	.0522	.0505
NEW ORLEANS	1,348.7	1,428.1	5.9	533.4	8.1	22,225,128	56.0	28,870	41,667	11,831,688	49.9	15,986	22,182	.5362	.5460
Jefferson	486.7	512.4	5.3	190.8	7.7	8,687,302	53.9	31,881	45,531	5,395,527	49.9	20,322	28,278	.2187	.2209
Orleans	564.9	570.2	.9	224.2	3.3	8,050,899	48.9	24,914	35,909	4,668,818	47.9	14,546	20,824	.2114	.2075
St. Bernard	69.3	73.6	6.2	25.5	8.5	986,857	48.4	28,301	38,700	449,579	48.6	12,876	17,631	.0240	.0239
St. Charles	42.4	47.4	11.8	15.9	14.4	683,717	57.2	31,287	43,001	128,524	42.5	6,489	8,083	.0133	.0137
St. John the Baptist	41.3	50.2	21.5	15.7	23.6	773,050	82.3	33,389	49,239	227,448	60.1	11,185	14,487	.0141	.0163
St. Tammany	144.1	174.3	21.0	61.3	24.1	3,043,303	81.8	33,882	49,646	961,792	60.1	12,157	15,690	.0547	.0637
SHREVEPORT	363.4	389.6	7.2	146.9	9.8	6,180,684	58.6	29,127	42,074	3,037,385	45.5	15,605	20,677	.1447	.1475
Bossier	89.3	96.8	8.4	34.6	11.3	1,240,277	49.5	26,669	35,846	639,797	45.1	14,176	18,491	.0317	.0316
Caddo	274.1	292.8	6.8	112.3	9.3	4,940,407	61.0	29,872	43,993	2,397,588	45.6	16,038	21,350	.1130	.1159
TOTAL METRO COUNTIES	3,140.7	3,354.5	6.8	1,223.0	9.2	51,497,861	57.2	29,254	42,108	27,216,156	48.2	16,399	22,254	1.2410	1.2662
TOTAL STATE	4,532.6	4,806.1	6.0	1,721.1	8.5	68,787,588	56.1	27,775	39,967	34,846,835	46.6	14,984	20,247	1.6745	1.6947
MAINE																
BANGOR	138.9	140.4	1.1	49.8	3.1	2,001,117	48.7	27,860	40,183	1,317,919	47.7	18,479	26,464	.0548	.0538
Penobscot	138.9	140.4	1.1	49.8	3.1	2,001,117	48.7	27,860	40,183	1,317,919	47.7	18,479	26,464	.0548	.0538
LEWISTON - AUBURN	100.9	101.5	.6	38.2	3.0	1,426,634	47.6	26,061	37,346	847,465	47.0	15,541	22,185	.0381	.0371
Androscoggin	100.9	101.5	.6	38.2	3.0	1,426,634	47.6	26,061	37,346	847,465	47.0	15,541	22,185	.0381	.0371
PORTLAND	226.8	235.2	3.7	91.8	6.3	4,104,287	54.4	30,773	44,709	3,306,299	52.7	25,057	36,016	.1129	.1146
Cumberland	226.8	235.2	3.7	91.8	6.3	4,104,287	54.4	30,773	44,709	3,306,299	52.7	25,057	36,016	.1129	.1146
TOTAL METRO COUNTIES	466.6	477.1	2.3	179.8	4.7	7,532,038	51.5	28,937	41,891	5,471,683	50.6	21,153	30,432	.2058	.2055
TOTAL STATE	1,175.4	1,214.2	3.3	456.4	5.8	17,963,690	52.5	27,314	39,360	10,822,025	51.0	16,626	23,712	.4621	.4641
MARYLAND																
BALTIMORE	2,291.9	2,367.8	3.3	873.9	5.6	39,604,070	46.0	32,763	45,319	20,177,095	47.5	16,526	23,089	.9691	.9457
Anne Arundel	412.2	444.1	7.7	153.2	10.7	7,912,820	51.9	37,647	51,650	3,830,186	54.7	17,892	25,001	.1805	.1838
Baltimore	669.7	681.2	1.7	265.8	4.1	13,023,039	42.3	35,858	48,996	7,843,944	45.2	21,161	29,511	.3354	.3208
Baltimore city	760.6	735.7	−3.3	278.6	−1.1	9,522,739	35.7	24,904	34,181	4,999,608	38.2	12,840	17,945	.2662	.2427
Carroll	112.7	127.4	13.0	43.1	16.2	2,007,929	58.4	34,158	46,588	775,360	57.7	13,249	17,990	.0426	.0449
Harford	160.3	173.4	8.2	58.9	10.7	2,953,879	53.1	36,274	50,151	1,357,931	55.3	16,438	23,055	.0666	.0681
Howard	146.7	172.7	17.7	62.6	20.6	3,768,367	66.4	43,624	60,198	1,206,893	69.0	13,759	19,279	.0679	.0756
Queen Anne's	29.7	33.3	12.1	11.7	13.6	415,297	46.7	27,480	35,495	163,173	54.2	10,273	13,946	.0099	.0098
CUMBERLAND	105.8	103.8	−1.9	39.6	.0	1,375,578	39.2	24,952	34,737	734,644	39.0	13,349	18,552	.0378	.0350
Allegany	78.0	75.6	−3.1	29.0	−1.4	1,046,295	36.8	26,011	36,079	650,060	38.6	15,957	22,416	.0302	.0277
Mineral, W. Va.	*27.8*	*28.2*	*1.4*	*10.6*	*3.9*	*329,283*	*47.4*	*21,899*	*31,064*	*84,584*	*42.2*	*5,834*	*7,980*	*.0076*	*.0073*
HAGERSTOWN	114.1	112.8	−1.1	41.0	1.2	1,600,390	38.4	28,548	39,034	972,839	41.2	17,009	23,728	.0448	.0418
Washington	114.1	112.8	−1.1	41.0	1.2	1,600,390	38.4	28,548	39,034	972,839	41.2	17,009	23,728	.0448	.0418
TOTAL METRO COUNTIES	4,118.2	4,286.8	4.1	1,572.3	6.4	79,706,410	47.9	36,466	50,694	40,203,390	48.9	18,275	25,570	1.8846	1.8596
TOTAL STATE	4,436.4	4,622.4	4.2	1,695.9	6.5	84,323,164	47.8	35,818	49,722	42,997,488	49.0	18,125	25,354	2.0076	1.9813
MASSACHUSETTS																
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	3,703.1	3,738.0	.9	1,417.6	3.2	77,818,740	45.2	39,832	54,895	40,437,982	46.0	20,175	28,526	1.8604	1.7974
Essex	649.1	663.0	2.1	256.0	4.5	13,186,517	46.2	36,837	51,510	7,529,890	47.4	20,856	29,414	.3249	.3167
Middlesex	1,365.2	1,364.2	−.1	509.2	2.2	30,797,744	44.6	42,766	60,483	14,526,157	45.0	20,113	28,527	.7092	.6809
Norfolk	610.9	614.1	.5	227.6	2.9	14,117,981	44.7	44,137	62,030	7,613,559	45.5	23,660	33,451	.3375	.3250
Plymouth	437.8	465.1	6.2	163.0	8.9	8,010,726	50.1	35,663	49,146	3,984,356	52.5	17,456	24,444	.1878	.1889
Suffolk	640.1	631.6	−1.3	261.8	.9	11,705,772	43.1	31,525	44,713	6,784,020	43.3	18,245	25,913	.3010	.2859
NEW BEDFORD - FALL RIVER - ATTLEBORO	492.9	508.8	3.2	189.7	5.7	7,696,573	44.6	29,644	40,572	5,014,318	47.5	18,939	26,433	.2091	.2033
Bristol	492.9	508.8	3.2	189.7	5.7	7,696,573	44.6	29,644	40,572	5,014,318	47.5	18,939	26,433	.2091	.2033
PITTSFIELD	143.1	141.0	−1.5	55.1	.7	2,427,784	38.8	31,975	44,061	1,458,301	41.1	18,901	26,466	.0652	.0610
Berkshire	143.1	141.0	−1.5	55.1	.7	2,427,784	38.8	31,975	44,061	1,458,301	41.1	18,901	26,466	.0652	.0610
SPRINGFIELD	586.1	589.1	.5	219.4	2.9	9,295,282	40.0	31,116	42,367	5,401,036	42.7	17,746	24,617	.2486	.2342
Hampden	441.1	439.2	−.4	167.7	1.8	6,998,175	38.7	30,644	41,730	4,505,671	41.8	19,297	26,867	.1952	.1823
Hampshire	145.0	149.9	3.4	51.7	6.4	2,297,107	44.5	32,717	44,431	895,365	47.5	12,489	17,318	.0534	.0519
WORCESTER - FITCHBURG - LEOMINSTER	662.9	677.0	2.1	252.8	4.5	12,081,198	45.3	34,380	47,790	5,741,866	47.0	16,151	22,713	.2873	.2790
Worcester	662.9	677.0	2.1	252.8	4.5	12,081,198	45.3	34,380	47,790	5,741,866	47.0	16,151	22,713	.2873	.2790
TOTAL METRO COUNTIES	5,588.1	5,653.9	1.2	2,134.6	3.5	109,319,577	44.6	36,664	51,213	58,053,503	45.8	19,310	27,196	2.6706	2.5749
TOTAL STATE	5,847.4	5,942.2	1.6	2,255.0	4.0	114,528,123	45.1	36,405	50,789	61,802,057	46.7	19,436	27,407	2.8008	2.7133

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
MICHIGAN															
ANN ARBOR	**271.7**	**276.8**	**1.9**	**102.9**	**4.6**	**5,549,915**	**54.4**	**36,529**	**53,935**	**2,707,398**	**51.5**	**18,158**	**26,311**	**.1252**	**.1264**
Washtenaw	271.7	276.8	1.9	102.9	4.6	5,549,915	54.4	36,529	53,935	2,707,398	51.5	18,158	26,311	.1252	.1264
BATTLE CREEK	**138.1**	**134.7**	**-2.5**	**51.5**	**-.2**	**2,422,882**	**51.4**	**31,006**	**47,046**	**1,074,897**	**46.6**	**14,206**	**20,872**	**.0558**	**.0547**
Calhoun	138.1	134.7	-2.5	51.5	-.2	2,422,882	51.4	31,006	47,046	1,074,897	46.6	14,206	20,872	.0558	.0547
BENTON HARBOR	**166.0**	**160.3**	**-3.4**	**60.1**	**-1.2**	**2,742,148**	**51.1**	**29,842**	**45,626**	**1,134,280**	**44.5**	**12,909**	**18,873**	**.0630**	**.0614**
Berrien	166.0	160.3	-3.4	60.1	-1.2	2,742,148	51.1	29,842	45,626	1,134,280	44.5	12,909	18,873	.0630	.0614
DETROIT	**4,361.0**	**4,353.6**	**-.2**	**1,614.5**	**2.1**	**77,637,418**	**43.6**	**34,185**	**48,088**	**37,800,187**	**43.9**	**16,608**	**23,413**	**1.8924**	**1.8062**
Lapeer	74.2	77.6	4.6	24.7	6.5	1,159,387	49.8	33,369	46,939	317,983	41.8	9,663	12,874	.0248	.0245
Livingston	110.0	118.7	7.9	38.8	10.5	2,122,073	58.7	38,092	54,693	532,456	49.4	10,154	13,723	.0407	.0421
Macomb	699.6	701.0	.2	250.6	2.5	10,299,300	28.0	32,922	41,099	6,613,615	36.9	19,751	26,391	.3058	.2723
Monroe	135.5	135.8	.2	46.2	2.2	2,959,958	61.6	40,522	64,068	786,246	53.4	11,340	17,018	.0549	.0570
Oakland	1,029.1	1,042.2	1.3	394.1	3.7	25,702,270	55.8	43,384	65,218	12,855,963	51.6	22,308	32,621	.5623	.5713
St. Clair	141.2	143.1	1.3	51.2	3.9	2,604,756	60.3	32,956	50,874	941,972	53.9	12,412	18,398	.0540	.0557
Wayne	2,171.4	2,135.2	-1.7	808.9	.6	32,789,674	36.9	29,791	40,536	15,751,952	40.0	13,992	19,473	.8499	.7833
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,632.7***	***4,630.4***	***.0***	***1,717.4***	***2.2***	***83,187,333***	***44.3***	***34,322***	***48,438***	***40,507,585***	***44.4***	***16,699***	***23,587***	***2.0176***	***1.9326***
FLINT	**440.0**	**427.5**	**-2.8**	**157.6**	**-.6**	**6,136,076**	**27.8**	**30,297**	**38,934**	**3,738,077**	**34.7**	**17,513**	**23,719**	**.1819**	**.1602**
Genesee	440.0	427.5	-2.8	157.6	-.6	6,136,076	27.8	30,297	38,934	3,738,077	34.7	17,513	23,719	.1819	.1602
GRAND RAPIDS	**633.1**	**659.8**	**4.2**	**241.4**	**6.7**	**12,856,519**	**65.1**	**34,432**	**53,258**	**6,285,446**	**57.9**	**17,593**	**26,037**	**.2773**	**.2946**
Kent	464.0	480.6	3.6	180.5	6.1	9,182,030	62.7	33,179	50,870	4,988,588	56.7	18,711	27,638	.2079	.2183
Ottawa	169.1	179.2	6.0	60.9	8.6	3,674,489	71.3	38,232	60,336	1,296,858	62.8	14,203	21,295	.0694	.0763
JACKSON	**148.0**	**144.0**	**-2.7**	**50.8**	**-1.0**	**2,691,829**	**54.1**	**34,060**	**52,989**	**1,082,665**	**47.4**	**14,320**	**21,312**	**.0593**	**.0586**
Jackson	148.0	144.0	-2.7	50.8	-1.0	2,691,829	54.1	34,060	52,989	1,082,665	47.4	14,320	21,312	.0593	.0586
KALAMAZOO	**216.9**	**220.4**	**1.6**	**83.1**	**4.1**	**4,476,654**	**61.1**	**34,814**	**53,871**	**2,230,623**	**54.5**	**18,087**	**26,843**	**.0987**	**.1026**
Kalamazoo	216.9	220.4	1.6	83.1	4.1	4,476,654	61.1	34,814	53,871	2,230,623	54.5	18,087	26,843	.0987	.1026
LANSING - EAST LANSING	**427.8**	**432.6**	**1.1**	**155.9**	**3.5**	**8,036,523**	**54.8**	**34,469**	**51,549**	**3,910,826**	**51.1**	**17,187**	**25,085**	**.1838**	**.1856**
Clinton	56.8	57.1	.5	19.0	2.7	939,182	48.7	34,137	49,431	305,737	47.4	11,214	16,091	.0204	.0200
Eaton	94.9	100.2	5.6	36.5	8.3	1,620,460	46.9	32,737	44,396	870,048	50.5	17,155	23,837	.0401	.0396
Ingham	276.1	275.3	-.3	100.4	2.0	5,476,881	58.5	35,125	54,551	2,735,041	51.7	18,321	27,241	.1233	.1260
MUSKEGON	**155.8**	**154.1**	**-1.1**	**56.4**	**.9**	**2,603,337**	**56.0**	**29,858**	**46,158**	**1,104,565**	**49.7**	**13,203**	**19,584**	**.0586**	**.0589**
Muskegon	155.8	154.1	-1.1	56.4	.9	2,603,337	56.0	29,858	46,158	1,104,565	49.7	13,203	19,584	.0586	.0589
SAGINAW - BAY CITY - MIDLAND	**416.9**	**410.5**	**-1.5**	**147.0**	**.8**	**6,282,143**	**39.7**	**30,852**	**42,736**	**3,543,077**	**40.2**	**17,333**	**24,103**	**.1691**	**.1577**
Bay	116.2	112.1	-3.5	41.0	-1.2	1,528,025	30.4	28,227	37,269	792,665	35.5	14,094	19,333	.0430	.0384
Midland	76.2	78.3	2.8	28.1	5.6	1,678,351	64.0	38,462	59,728	565,310	57.1	13,531	20,118	.0324	.0341
Saginaw	224.5	220.1	-2.0	77.9	.3	3,075,767	33.5	29,648	39,484	2,185,102	38.1	20,364	28,050	.0937	.0852
TOTAL METRO COUNTIES	**7,375.3**	**7,374.3**	**.0**	**2,721.2**	**2.3**	**131,435,444**	**46.8**	**33,659**	**48,301**	**64,612,041**	**45.7**	**16,673**	**23,744**	**3.1651**	**3.0669**
TOTAL STATE	**9,211.9**	**9,253.5**	**.5**	**3,402.5**	**2.7**	**157,676,317**	**47.4**	**32,286**	**46,341**	**75,684,097**	**45.6**	**15,688**	**22,244**	**3.7921**	**3.6851**
MINNESOTA															
DULUTH	**250.3**	**240.4**	**-3.4**	**96.7**	**-1.2**	**3,866,323**	**39.4**	**28,322**	**39,983**	**2,054,670**	**38.3**	**15,176**	**21,248**	**.1028**	**.0950**
St. Louis	214.9	207.3	-3.5	80.1	-1.4	3,180,971	37.5	28,491	39,712	1,778,455	38.9	15,767	22,203	.0866	.0796
Douglas, Wisc.	*43.4*	*42.1*	*-3.0*	*16.6*	*-.6*	*685,352*	*49.2*	*27,505*	*41,286*	*276,215*	*34.4*	*12,302*	*16,639*	*.0162*	*.0154*
FARGO - MOORHEAD	**148.2**	**156.6**	**5.7**	**58.5**	**7.9**	**2,683,990**	**49.7**	**33,089**	**45,880**	**1,527,079**	**46.9**	**19,180**	**26,104**	**.0666**	**.0661**
Clay	49.4	49.2	-.4	17.4	1.8	679,884	38.4	28,718	39,074	370,249	41.6	15,290	21,279	.0185	.0172
Cass, N. D.	*98.8*	*107.4*	*8.7*	*41.1*	*10.8*	*2,004,106*	*53.9*	*35,103*	*48,762*	*1,156,830*	*48.7*	*20,973*	*28,147*	*.0481*	*.0489*
MINNEAPOLIS - ST. PAUL	**2,254.5**	**2,357.5**	**4.6**	**899.3**	**6.6**	**50,056,445**	**57.7**	**37,623**	**55,662**	**24,863,161**	**53.5**	**19,200**	**27,647**	**1.1019**	**1.1362**
Anoka	217.3	235.9	8.6	78.3	11.2	4,374,719	62.8	38,163	55,871	1,676,909	60.5	14,843	21,416	.0885	.0945
Carver	41.1	44.7	8.8	15.3	10.9	854,566	64.1	37,736	55,854	217,696	60.9	9,807	14,228	.0156	.0168
Chisago	29.8	33.4	12.1	10.9	11.2	422,458	49.8	28,780	38,758	178,375	54.0	11,817	16,365	.0100	.0102
Dakota	224.0	250.7	11.9	88.5	14.6	5,380,488	69.9	41,011	60,796	2,228,740	66.5	17,344	25,184	.1039	.1156
Hennepin	961.3	978.5	1.8	405.7	4.2	22,638,199	54.3	37,698	55,800	12,492,061	51.2	21,206	30,767	.5193	.5247
Isanti	26.5	29.0	9.4	9.8	11.4	400,271	57.5	28,878	40,844	107,278	50.1	8,121	10,947	.0082	.0086
Ramsey	462.6	464.6	.4	184.9	2.8	9,974,414	53.1	36,241	53,945	5,994,575	49.6	22,283	32,421	.2408	.2409
Scott	50.5	56.6	12.1	18.5	14.9	889,669	57.5	35,087	48,090	346,868	60.5	13,425	18,750	.0190	.0200
Washington	128.0	140.6	9.8	46.5	12.3	3,275,037	71.8	46,043	70,431	923,167	65.7	13,457	19,853	.0566	.0631
Wright	66.5	73.4	10.4	23.6	11.8	983,278	54.4	30,172	41,664	415,829	54.3	12,775	17,620	.0226	.0234
St. Croix, Wisc.	*46.9*	*50.1*	*6.8*	*17.3*	*8.8*	*863,346*	*63.0*	*33,312*	*49,904*	*291,663*	*56.8*	*11,701*	*16,859*	*.0174*	*.0184*
ROCHESTER	**96.6**	**100.5**	**4.0**	**38.0**	**6.7**	**1,982,893**	**56.9**	**35,509**	**52,181**	**1,244,529**	**54.3**	**22,656**	**32,751**	**.0480**	**.0494**
Olmsted	96.6	100.5	4.0	38.0	6.7	1,982,893	56.9	35,509	52,181	1,244,529	54.3	22,656	32,751	.0480	.0494
ST. CLOUD	**177.2**	**188.4**	**6.3**	**60.4**	**8.6**	**2,614,224**	**56.8**	**29,992**	**43,282**	**2,146,661**	**53.6**	**25,137**	**35,541**	**.0747**	**.0767**
Benton	27.4	29.0	5.8	10.1	8.6	441,909	61.4	29,438	43,753	139,656	53.9	9,760	13,827	.0092	.0096
Sherburne	35.3	40.1	13.6	12.3	13.9	567,355	63.6	32,108	46,126	174,212	62.8	9,909	14,164	.0115	.0124
Stearns	114.5	119.3	4.2	38.0	7.0	1,604,960	53.3	29,493	42,236	1,832,793	52.8	33,798	48,231	.0540	.0547
TOTAL METRO COUNTIES	**2,745.7**	**2,852.8**	**3.9**	**1,077.9**	**6.0**	**57,651,071**	**56.0**	**36,321**	**53,485**	**30,111,392**	**52.4**	**19,423**	**27,935**	**1.3123**	**1.3407**
TOTAL STATE	**4,224.3**	**4,343.8**	**2.8**	**1,625.7**	**4.9**	**76,009,395**	**51.6**	**32,361**	**46,755**	**40,745,057**	**49.6**	**17,580**	**25,063**	**1.8319**	**1.8286**
MISSISSIPPI															
BILOXI - GULFPORT	**198.7**	**212.8**	**7.1**	**77.6**	**10.1**	**3,023,630**	**64.5**	**26,074**	**38,964**	**1,650,680**	**57.6**	**14,856**	**21,272**	**.0719**	**.0763**
Hancock	29.5	33.9	14.9	12.3	18.3	394,869	63.6	23,210	32,103	178,624	58.8	10,817	14,522	.0093	.0099
Harrison	169.2	178.9	5.7	65.3	8.7	2,628,761	64.6	26,569	40,257	1,472,056	57.5	15,555	22,543	.0626	.0664
JACKSON	**394.3**	**421.6**	**6.9**	**152.4**	**9.5**	**6,652,421**	**66.1**	**28,770**	**43,651**	**3,371,654**	**57.0**	**15,433**	**22,124**	**.1502**	**.1605**
Hinds	267.7	281.2	5.0	104.6	7.7	4,565,041	63.4	28,778	43,643	2,851,359	58.2	18,558	27,260	.1108	.1172

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION: 12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	EFFECTIVE BUYING INCOME: 1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	RETAIL SALES: 1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	BUYING POWER INDEX 1985	BUYING POWER INDEX 1990
MISSISSIPPI (Jackson, cont.)															
Madison	47.7	53.3	11.7	17.8	14.8	649,498	73.4	24,159	36,489	191,813	52.7	8,102	10,776	.0133	.0147
Rankin	78.9	87.1	10.4	30.0	12.8	1,437,882	72.0	31,428	47,929	328,482	48.9	8,294	10,949	.0261	.0286
PASCAGOULA	125.4	130.6	4.1	45.4	6.6	2,065,427	62.9	29,764	45,494	892,294	57.2	13,327	19,654	.0452	.0476
Jackson	125.4	130.6	4.1	45.4	6.6	2,065,427	62.9	29,764	45,494	892,294	57.2	13,327	19,654	.0452	.0476
TOTAL METRO COUNTIES	779.3	832.0	6.8	297.7	9.4	12,674,690	65.1	28,197	42,575	6,192,905	57.3	14,465	20,803	.2862	.3047
TOTAL STATE	2,647.3	2,744.8	3.7	972.6	6.2	33,035,077	56.2	23,110	33,966	17,529,045	50.9	12,690	18,023	.8474	.8597
MISSOURI															
COLUMBIA	108.8	116.6	7.2	42.0	7.7	2,118,357	59.3	34,104	50,437	881,210	56.2	14,467	20,961	.0449	.0469
Boone	108.8	116.6	7.2	42.0	7.7	2,118,357	59.3	34,104	50,437	881,210	56.2	14,467	20,981	.0449	.0469
JOPLIN	134.3	139.0	3.5	51.3	2.0	1,903,885	47.8	25,601	37,113	1,206,432	45.7	16,456	23,517	.0519	.0509
Jasper	90.0	91.7	1.9	34.2	.0	1,282,701	45.2	25,822	37,506	907,294	43.7	18,459	26,529	.0369	.0355
Newton	44.3	47.3	6.8	17.1	6.2	621,184	53.5	25,132	36,327	299,138	52.3	12,202	17,493	.0150	.0154
KANSAS CITY	1,497.5	1,546.8	3.3	586.4	4.5	29,798,170	50.3	35,332	50,815	15,676,829	49.4	18,698	26,734	.7040	.7000
Cass	56.0	59.9	7.0	20.2	5.8	813,837	40.5	30,331	40,289	329,653	45.5	11,862	16,319	.0198	.0190
Clay	141.7	145.2	2.5	55.1	4.8	2,778,056	50.0	35,204	50,418	1,846,349	49.5	23,480	33,509	.0714	.0709
Jackson	632.4	630.6	–.3	247.1	.6	11,853,578	47.1	32,806	47,971	7,536,145	45.1	21,150	30,498	.3081	.2984
Lafayette	31.3	32.5	3.8	11.6	1.8	416,712	37.1	26,666	35,923	157,531	40.9	9,805	13,580	.0104	.0097
Platte	52.5	57.9	10.3	20.7	10.7	792,762	33.2	31,835	38,298	244,164	45.4	8,979	11,795	.0185	.0174
Ray	22.9	24.1	5.2	8.3	3.8	247,697	23.6	25,044	29,843	93,675	35.7	8,628	11,286	.0070	.0062
Johnson, Kans.	*307.6*	*341.5*	*11.0*	*131.0*	*13.7*	*8,713,715*	*62.3*	*46,608*	*66,517*	*3,886,109*	*62.0*	*20,823*	*29,665*	*.1730*	*.1860*
Leavenworth, Kans.	*58.4*	*60.8*	*4.1*	*19.4*	*5.4*	*944,173*	*47.3*	*34,830*	*48,669*	*302,346*	*48.6*	*11,054*	*15,585*	*.0207*	*.0204*
Miami, Kans.	*22.8*	*23.8*	*4.4*	*8.7*	*6.1*	*354,333*	*41.4*	*30,553*	*40,728*	*123,691*	*46.2*	*10,317*	*14,217*	*.0081*	*.0078*
Wyandotte, Kans.	*171.9*	*170.5*	*–.8*	*64.3*	*.3*	*2,883,307*	*45.4*	*30,942*	*44,841*	*1,157,166*	*44.0*	*12,536*	*17,996*	*.0670*	*.0642*
ST. JOSEPH	86.7	85.2	–1.7	31.1	–3.1	1,325,099	41.8	29,102	42,608	808,295	39.8	18,012	25,990	.0364	.0341
Buchanan	86.7	85.2	–1.7	31.1	–3.1	1,325,099	41.8	29,102	42,608	808,295	39.8	18,012	25,990	.0364	.0341
ST. LOUIS	2,416.7	2,437.9	.9	892.7	2.2	43,477,345	46.1	34,054	48,703	22,336,994	45.1	17,622	25,022	1.0627	1.0280
Franklin	77.9	82.5	5.9	26.9	4.3	963,927	38.1	27,050	35,834	604,683	43.3	16,361	22,479	.0279	.0266
Jefferson	164.4	179.5	9.2	57.5	8.7	2,637,471	55.5	32,068	45,869	862,042	55.0	10,512	14,992	.0559	.0577
St. Charles	168.8	190.5	12.9	63.4	14.9	3,486,764	66.3	37,994	54,996	1,336,426	62.8	14,868	21,079	.0670	.0755
St. Louis	984.6	986.2	.2	362.4	2.1	22,190,891	49.4	41,840	61,233	11,574,415	47.3	22,139	31,938	.5159	.5070
St. Louis city	430.4	407.6	–5.3	163.1	–4.6	6,173,411	40.2	25,766	37,850	3,743,242	37.9	15,879	22,951	.1726	.1590
Clinton, Ill.	*34.5*	*36.1*	*4.6*	*12.9*	*8.4*	*526,463*	*51.5*	*29,207*	*40,811*	*198,587*	*52.8*	*10,935*	*15,418*	*.0119*	*.0119*
Jersey, Ill.	*21.2*	*21.8*	*2.8*	*7.3*	*1.4*	*254,155*	*27.5*	*27,691*	*34,816*	*91,415*	*33.5*	*9,508*	*12,523*	*.0069*	*.0060*
Madison, Ill.	*248.0*	*248.3*	*.1*	*95.2*	*2.5*	*3,185,263*	*25.2*	*27,382*	*33,459*	*1,919,563*	*35.6*	*15,240*	*20,163*	*.0964*	*.0849*
Monroe, Ill.	*21.1*	*21.9*	*3.8*	*8.0*	*6.7*	*279,784*	*28.9*	*28,942*	*34,973*	*115,553*	*40.4*	*10,973*	*14,444*	*.0073*	*.0067*
St. Clair, Ill.	*265.8*	*263.5*	*–.9*	*96.0*	*1.6*	*3,779,216*	*39.9*	*28,578*	*39,367*	*1,890,768*	*42.2*	*14,068*	*19,696*	*.0989*	*.0927*
SPRINGFIELD	224.1	237.4	5.9	89.6	6.5	3,717,683	54.2	28,664	41,492	2,292,711	52.6	17,866	25,588	.0939	.0956
Christian	26.5	30.1	13.6	10.3	12.0	376,545	59.4	25,678	36,558	162,033	59.3	11,056	15,731	.0086	.0091
Greene	197.6	207.3	4.9	79.3	5.9	3,341,138	53.7	29,031	42,133	2,130,678	52.1	18,703	26,869	.0853	.0865
TOTAL METRO COUNTIES	3,316.8	3,374.7	1.7	1,250.3	2.4	61,420,130	48.7	33,831	49,124	33,516,973	46.7	18,718	26,807	1.5036	1.4749
TOTAL STATE	5,093.1	5,212.4	2.3	1,907.1	2.5	82,703,250	46.8	30,278	43,366	44,940,306	46.1	16,535	23,565	2.0902	2.0367
MONTANA															
BILLINGS	122.5	135.6	10.7	55.0	13.4	2,237,559	63.9	28,147	40,683	1,413,353	48.7	19,601	25,697	.0550	.0575
Yellowstone	122.5	135.6	10.7	55.0	13.4	2,237,559	63.9	28,147	40,683	1,413,353	48.7	19,601	25,697	.0550	.0575
GREAT FALLS	80.7	80.6	–.1	32.2	1.6	1,225,562	45.8	26,509	38,061	626,234	29.6	15,242	19,448	.0321	.0299
Cascade	80.7	80.6	–.1	32.2	1.6	1,225,562	45.8	26,509	38,061	626,234	29.6	15,242	19,448	.0321	.0299
TOTAL METRO COUNTIES	203.2	216.2	6.4	87.2	8.7	3,463,121	57.0	27,499	39,715	2,039,587	42.3	17,878	23,390	.0871	.0874
TOTAL STATE	836.7	881.6	5.4	345.5	7.4	12,366,545	53.0	25,134	35,793	6,721,552	42.8	14,636	19,455	.3150	.3127
NEBRASKA															
LINCOLN	206.4	217.0	5.1	86.0	7.9	4,721,107	63.0	36,330	54,897	1,711,757	53.1	14,033	19,904	.0928	.0976
Lancaster	206.4	217.0	5.1	86.0	7.9	4,721,107	63.0	36,330	54,897	1,711,757	53.1	14,033	19,904	.0928	.0976
OMAHA	612.4	634.9	3.7	242.1	6.0	12,946,335	59.3	35,607	53,475	5,914,812	54.1	16,808	24,431	.2785	.2883
Douglas	412.8	425.2	3.0	167.4	5.5	9,203,825	58.7	36,534	54,981	4,482,427	54.3	18,301	26,777	.2002	.2069
Sarpy	96.3	105.8	9.9	34.7	12.7	1,986,179	67.5	38,491	57,239	509,542	61.6	10,240	14,684	.0359	.0392
Washington	15.7	15.9	1.3	5.9	3.5	239,298	38.1	30,403	40,559	63,907	29.2	8,676	10,832	.0055	.0050
Pottawattamie, Iowa	*87.6*	*88.0*	*.5*	*34.1*	*3.0*	*1,517,033*	*56.0*	*29,274*	*44,488*	*858,936*	*51.2*	*17,160*	*25,189*	*.0369*	*.0372*
TOTAL METRO COUNTIES	749.3	783.3	4.5	301.0	7.8	16,408,165	60.3	36,366	54,512	6,861,059	54.1	15,823	22,794	.3405	.3547
TOTAL STATE	1,622.4	1,663.0	2.5	636.7	4.6	27,655,244	49.3	30,430	43,435	13,281,709	47.6	14,779	20,860	.6590	.6497
NEVADA															
LAS VEGAS	554.2	635.3	14.6	262.5	17.4	11,228,603	70.4	29,475	42,776	6,845,896	66.9	18,346	26,080	.2519	.2816
Clark	554.2	635.3	14.6	262.5	17.4	11,228,603	70.4	29,475	42,776	6,845,896	66.9	18,346	26,080	.2519	.2816
RENO	217.4	238.7	9.8	104.2	12.6	4,805,896	63.6	31,749	46,122	3,236,788	61.9	21,613	31,063	.1136	.1221
Washoe	217.4	238.7	9.8	104.2	12.6	4,805,896	63.6	31,749	46,122	3,236,788	61.9	21,613	31,063	.1136	.1221
TOTAL METRO COUNTIES	771.6	874.0	13.3	366.7	16.[illegible]	16,034,499	68.3	30,140	43,726	10,082,684	65.3	19,302	27,496	.3655	.4037
TOTAL STATE	940.9	1,065.4	13.2	443.3	15.7	19,122,683	67.6	29,783	43,137	11,848,298	64.6	18,791	26,727	.4367	.4808

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S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
NEW HAMPSHIRE															
MANCHESTER - NASHUA	**301.9**	**323.7**	**7.2**	**121.0**	**9.9**	**6,621,536**	**58.0**	**38,057**	**54,723**	**3,940,675**	**57.2**	**22,775**	**32,568**	**.1539**	**.1606**
Hillsborough	301.9	323.7	7.2	121.0	9.9	6,621,536	58.0	38,057	54,723	3,940,675	57.2	22,775	32,568	.1539	.1606
PORTSMOUTH - DOVER - ROCHESTER	**310.5**	**340.8**	**9.8**	**126.3**	**12.5**	**6,593,862**	**61.1**	**36,440**	**52,208**	**3,678,035**	**61.0**	**20,347**	**29,121**	**.1480**	**.1578**
Rockingham	219.0	244.1	11.5	90.9	14.2	4,954,240	63.7	38,030	54,502	2,880,204	63.0	22,195	31,685	.1103	.1194
Strafford	91.5	96.7	5.7	35.4	8.3	1,639,622	54.0	32,570	46,31[illegible]	797,832	54.0	15,848	22,538	.0377	.0384
TOTAL METRO COUNTIES	**612.4**	**664.5**	**8.5**	**247.3**	**11.2**	**13,215,398**	**59.6**	**37,240**	**53,43[illegible]**	**7,618,711**	**59.0**	**21,549**	**30,808**	**.3019**	**.3184**
TOTAL STATE	**1,000.7**	**1,068.7**	**6.8**	**403.2**	**9.5**	**19,543,199**	**55.6**	**34,101**	**48,470**	**11,893,632**	**55.8**	**20,736**	**29,498**	**.4714**	**.4866**
NEW JERSEY															
ATLANTIC CITY	**305.1**	**329.0**	**7.8**	**131.5**	**10.7**	**5,222,197**	**47.5**	**29,792**	**39,713**	**3,453,735**	**51.7**	**19,160**	**26,264**	**.1375**	**.1375**
Atlantic	209.6	222.4	6.1	86.7	8.8	3,514,202	45.0	30,409	40,533	2,295,867	49.9	19,216	26,481	.0937	.0922
Cape May	95.5	106.6	11.6	44.8	14.6	1,707,995	53.1	28,535	38,125	1,157,888	55.5	19,046	25,846	.0438	.0453
BERGEN - PASSAIC	**1,293.4**	**1,292.2**	**–.1**	**487.2**	**2.2**	**29,814,733**	**43.9**	**43,449**	**61,196**	**14,578,935**	**44.6**	**21,147**	**29,924**	**.6939**	**.6645**
Bergen	842.1	838.9	–.4	321.7	1.9	21,651,451	44.1	47,622	67,303	10,326,949	44.5	22,642	32,101	.4919	.4709
Passaic	451.3	453.3	.4	165.5	2.7	8,163,282	43.7	35,274	49,325	4,251,986	44.9	18,216	25,692	.2020	.1936
JERSEY CITY	**552.9**	**548.6**	**–.8**	**215.9**	**1.5**	**8,652,263**	**40.7**	**28,912**	**40,075**	**3,713,858**	**42.5**	**12,249**	**17,202**	**.2118**	**.1991**
Hudson	552.9	548.6	–.8	215.9	1.5	8,652,263	40.7	28,912	40,075	3,713,858	42.5	12,249	17,202	.2118	.1991
MIDDLESEX - SOMERSET - HUNTERDON	**934.3**	**974.1**	**4.3**	**348.7**	**6.8**	**21,376,009**	**49.3**	**43,853**	**61,302**	**9,619,942**	**50.0**	**19,627**	**27,588**	**.4711**	**.4682**
Hunterdon	99.6	109.8	10.2	38.3	13.0	2,564,552	60.0	47,274	66,960	937,511	55.3	17,808	24,478	.0499	.0526

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S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
NEW JERSEY (Middlesex, cont.)															
Middlesex	619.3	638.5	3.1	229.2	5.6	13,339,891	47.3	41,739	58,202	6,036,588	48.8	18,700	26,338	.3004	.2950
Somerset	215.4	225.8	4.8	81.2	7.4	5,471,566	49.6	48,386	67,384	2,645,843	51.2	23,150	32,584	.1208	.1206
MONMOUTH - OCEAN	**946.2**	**1,028.3**	**8.7**	**394.7**	**11.5**	**21,911,537**	**57.9**	**39,186**	**55,514**	**9,460,110**	**57.8**	**16,934**	**23,968**	**.4553**	**.4767**
Monmouth	542.9	576.3	6.2	211.3	8.7	12,980,154	54.2	43,294	61,430	5,591,000	54.4	18,627	26,460	.2732	.2796
Ocean	403.3	452.0	12.1	183.4	14.8	8,931,383	63.6	34,186	48,699	3,869,110	62.9	14,875	21,097	.1821	.1971
NEWARK	**1,880.9**	**1,881.1**	**.0**	**692.2**	**2.3**	**40,456,190**	**44.6**	**41,327**	**58,446**	**16,211,049**	**44.5**	**16,574**	**23,420**	**.8970**	**.8605**
Essex	830.5	811.8	–2.3	303.8	.0	15,022,773	40.0	35,311	49,450	6,691,403	41.1	15,606	22,026	.3624	.3382
Morris	426.0	441.8	3.7	154.9	6.1	11,599,906	51.2	52,541	74,886	4,569,907	51.0	20,722	29,502	.2375	.2378
Sussex	126.8	136.2	7.4	47.0	10.3	2,838,394	56.8	42,503	60,391	739,432	49.1	11,638	15,733	.0535	.0549
Union	497.6	491.3	–1.3	186.5	1.1	10,995,117	41.6	42,087	58,955	4,210,307	42.4	16,027	22,575	.2436	.2296
TRENTON	**312.9**	**316.3**	**1.1**	**115.6**	**3.5**	**6,532,865**	**45.9**	**40,086**	**56,513**	**3,022,110**	**46.5**	**18,462**	**26,143**	**.1502**	**.1457**
Mercer	312.9	316.3	1.1	115.6	3.5	6,532,865	45.9	40,086	56,513	3,022,110	46.5	18,462	26,143	.1502	.1457
VINELAND - MILLVILLE - BRIDGETON	**138.4**	**142.1**	**2.7**	**50.0**	**5.3**	**2,031,423**	**44.9**	**29,524**	**40,628**	**1,038,964**	**43.1**	**15,286**	**20,779**	**.0523**	**.0501**
Cumberland	138.4	142.1	2.7	50.0	5.3	2,031,423	44.9	29,524	40,628	1,038,964	43.1	15,286	20,779	.0523	.0501
TOTAL METRO COUNTIES	**7,618.9**	**7,826.5**	**2.7**	**2,906.2**	**5.2**	**159,952,974**	**47.5**	**39,251**	**55,039**	**71,703,018**	**47.8**	**17,560**	**24,672**	**3.6129**	**3.5422**
TOTAL STATE	**7,618.9**	**7,826.5**	**2.7**	**2,906.2**	**5.2**	**159,952,974**	**47.5**	**39,251**	**55,039**	**71,703,018**	**47.8**	**17,560**	**24,672**	**3.6129**	**3.5422**
NEW MEXICO															
ALBUQUERQUE	**470.2**	**515.1**	**9.5**	**200.1**	**12.2**	**7,869,168**	**55.5**	**28,376**	**39,326**	**4,383,857**	**53.7**	**15,992**	**21,908**	**.1907**	**.1968**
Bernalillo	470.2	515.1	9.5	200.1	12.2	7,869,168	55.5	28,376	39,326	4,383,857	53.7	15,992	21,908	.1907	.1968
LAS CRUCES	**115.9**	**134.0**	**15.6**	**46.8**	**18.8**	**1,501,290**	**60.1**	**23,794**	**32,079**	**898,626**	**62.8**	**14,006**	**19,201**	**.0382**	**.0412**
Dona Ana	115.9	134.0	15.6	46.8	18.8	1,501,290	60.1	23,794	32,079	898,626	62.8	14,006	19,201	.0382	.0412
SANTA FE	**103.8**	**114.1**	**9.9**	**44.0**	**12.2**	**2,228,503**	**65.6**	**34,336**	**50,648**	**1,085,378**	**62.3**	**17,063**	**24,668**	**.0471**	**.0509**
Los Alamo	19.0	20.3	6.8	7.6	7.0	593,898	64.0	51,018	78,144	94,129	48.7	8,913	12,385	.0094	.0100
Santa Fe	84.8	93.8	10.6	36.4	13.4	1,634,605	66.2	30,647	44,907	991,249	63.7	18,865	27,232	.0377	.0409
TOTAL METRO COUNTIES	**689.9**	**763.2**	**10.6**	**290.9**	**13.2**	**11,598,961**	**58.0**	**28,583**	**39,873**	**6,367,861**	**56.4**	**15,851**	**21,890**	**.2760**	**.2889**
TOTAL STATE	**1,475.7**	**1,629.3**	**10.4**	**590.6**	**12.7**	**21,697,353**	**56.8**	**26,403**	**36,738**	**12,592,829**	**55.1**	**15,492**	**21,322**	**.5443**	**.5665**
NEW YORK															
ALBANY - SCHENECTADY - TROY	**861.3**	**883.1**	**2.5**	**336.4**	**4.9**	**15,026,460**	**42.7**	**32,824**	**44,668**	**7,216,928**	**44.4**	**15,579**	**21,453**	**.3669**	**.3513**
Albany	290.2	294.0	1.3	115.7	3.7	5,401,393	41.4	34,229	46,684	3,374,751	44.5	20,934	29,168	.1426	.1357
Greene	42.5	43.8	3.1	17.1	6.2	560,926	35.0	25,812	32,803	290,652	41.6	12,745	16,997	.0154	.0143
Montgomery	54.0	54.4	.7	20.9	2.5	801,927	39.8	28,116	38,370	358,999	42.8	12,325	17,177	.0200	.0190
Rensselaer	156.3	160.0	2.4	58.4	4.8	2,541,870	43.6	31,770	43,525	842,567	46.4	10,332	14,428	.0570	.0548
Saratoga	168.3	180.7	7.4	64.6	9.8	3,151,516	50.9	35,403	48,635	1,018,137	47.3	11,717	15,712	.0661	.0661
Schenectady	150.0	150.2	.1	59.5	2.6	2,568,828	37.9	32,109	43,174	1,331,822	42.0	16,176	22,384	.0658	.0614
BINGHAMTON	**269.5**	**274.7**	**1.9**	**102.8**	**4.0**	**4,478,317**	**41.1**	**32,113**	**43,563**	**2,049,700**	**42.9**	**14,519**	**19,939**	**.1098**	**.1041**
Broome	215.9	217.8	.9	82.7	3.1	3,544,847	39.5	31,675	42,864	1,840,439	43.1	16,033	22,254	.0909	.0856
Tioga	53.6	56.9	6.2	20.1	8.1	933,470	47.6	34,002	46,441	209,261	40.8	7,990	10,411	.0189	.0185
BUFFALO	**982.7**	**953.6**	**–3.0**	**361.3**	**.1**	**14,248,894**	**27.9**	**30,866**	**39,438**	**6,918,876**	**34.6**	**14,240**	**19,150**	**.3911**	**.3434**
Erie	982.7	953.6	–3.0	361.3	.1	14,248,894	27.9	30,866	39,438	6,918,876	34.6	14,240	19,150	.3911	.3434
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,201.3***	***1,164.3***	***–3.1***	***440.4***	***–.2***	***17,416,325***	***27.8***	***30,884***	***39,547***	***8,228,590***	***34.3***	***13,895***	***18,684***	***.4748***	***.4164***
ELMIRA	**95.7**	**93.3**	**–2.5**	**34.4**	**–.3**	**1,243,002**	**29.0**	**27,934**	**36,134**	**707,328**	**35.5**	**15,136**	**20,562**	**.0364**	**.0321**
Chemung	95.7	93.3	–2.5	34.4	–.3	1,243,002	29.0	27,934	36,134	707,328	35.5	15,136	20,562	.0364	.0321
GLENS FALLS	**114.7**	**119.1**	**3.8**	**42.3**	**5.8**	**1,702,267**	**44.3**	**29,495**	**40,243**	**986,975**	**46.2**	**16,876**	**23,333**	**.0450**	**.0438**
Warren	56.6	58.0	2.5	21.2	3.9	856,168	41.4	29,669	40,385	700,946	44.6	23,760	33,063	.0259	.0249
Washington	58.1	61.1	5.2	21.1	7.7	846,099	47.4	29,289	40,099	286,029	50.3	9,711	13,556	.0191	.0189
NASSAU - SUFFOLK	**2,701.0**	**2,787.2**	**3.2**	**922.4**	**5.6**	**62,349,549**	**47.2**	**48,492**	**67,595**	**28,818,901**	**48.4**	**22,233**	**31,243**	**1.3985**	**1.3724**
Nassau	1,337.4	1,353.6	1.2	461.1	3.6	34,167,140	45.2	52,869	74,099	16,737,355	46.2	25,708	36,299	.7775	.7520
Suffolk	1,363.6	1,433.6	5.1	461.3	7.7	28,182,409	49.7	43,944	61,093	12,081,546	51.4	18,623	26,190	.6210	.6204

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	EFFECTIVE BUYING INCOME 1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	RETAIL SALES 1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	BUYING POWER INDEX 1985	BUYING POWER INDEX 1990
NEW YORK (cont.)															
NEW YORK	8,431.8	8,570.2	1.6	3,479.8	3.9	153,680,189	41.5	32,428	44,164	59,970,524	44.9	12,356	17,234	3.5298	3.3581
Bronx	1,120.4	1,078.4	−3.7	415.0	−1.6	11,757,693	23.2	22,636	28,332	3,139,508	24.3	5,992	7,565	.3179	.2696
Kings	2,231.3	2,229.6	−.1	878.7	2.2	30,207,851	37.7	25,531	34,378	9,605,892	41.6	7,895	10,932	.7230	.6718
New York (Manhattan)	1,485.6	1,537.9	3.5	795.7	6.0	38,778,299	46.1	35,345	48,735	23,503,499	48.5	21,088	29,538	.9375	.9183
Putnam	85.9	93.7	9.1	31.6	11.7	1,911,437	53.6	43,975	60,489	464,759	46.4	11,218	14,708	.0362	[illegible]
Queens	1,968.2	2,034.9	3.4	789.0	5.0	34,994,726	42.0	32,805	44,353	9,739,554	45.7	8,897	12,344	.7474	[illegible]
Richmond	395.8	434.3	9.7	148.8	12.5	8,377,194	55.9	40,626	56,298	2,083,498	53.4	10,265	14,002	.1579	.1633
Rockland	275.6	290.1	5.3	93.1	7.9	6,451,141	50.5	49,668	69,293	2,139,845	52.0	16,315	22,984	.1298	.1301
Westchester	869.0	871.3	.3	327.9	2.6	21,201,848	40.9	47,085	64,659	9,293,969	43.5	20,275	28,344	.4801	.4533
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	*17,839.9*	*18,210.4*	*2.1*	*6,944.4*	*4.4*	*364,631,601*	*44.7*	*37,869*	*52,507*	*154,471,067*	*46.7*	*15,825*	*22,244*	*8.2459*	*7.9751*
NIAGARA FALLS	218.6	210.7	−3.6	79.1	−1.2	3,167,431	27.7	30,965	40,043	1,309,714	32.5	12,341	16,558	.0837	.0730
Niagara	218.6	210.7	−3.6	79.1	−1.2	3,167,431	27.7	30,965	40,043	1,309,714	32.5	12,341	16,558	.0837	.0730
ORANGE COUNTY	279.2	296.6	6.2	99.8	8.4	4,637,793	46.9	34,268	46,471	2,396,326	50.6	17,281	24,011	.1137	.1129
Orange	279.2	296.6	6.2	99.8	8.4	4,637,793	46.9	34,268	46,471	2,396,326	50.6	17,281	24,011	.1137	.1129
POUGHKEEPSIE	258.8	268.8	3.9	93.4	6.6	4,877,169	45.4	38,302	52,218	2,081,904	48.5	16,001	22,290	.1115	.1089
Dutchess	258.8	268.8	3.9	93.4	6.6	4,877,169	45.4	38,302	52,218	2,081,904	48.5	16,001	22,290	.1115	.1089
ROCHESTER	1,001.1	1,027.0	2.6	384.7	5.1	18,312,444	41.0	35,463	47,602	7,966,744	43.4	15,178	20,709	.4347	.4122
Livingston	60.2	62.6	4.0	21.1	6.6	936,718	44.6	32,718	44,394	321,339	41.2	11,495	15,229	.0215	.0206
Monroe	713.2	723.8	1.5	277.9	3.9	13,653,214	39.8	36,527	49,130	6,337,764	43.8	16,478	22,806	.3285	.3098
Ontario	95.3	100.9	5.9	36.3	9.0	1,507,388	42.0	31,868	41,526	798,608	46.7	16,358	22,000	.0386	.0372
Orleans	41.4	43.0	3.9	15.2	7.0	666,811	45.0	32,387	43,869	159,971	34.2	8,392	10,524	.0143	.0136
Wayne	91.0	96.7	6.3	34.2	8.9	1,548,313	47.9	33,339	45,272	349,062	34.8	8,246	10,206	.0318	.0310
SYRACUSE	663.5	682.0	2.8	249.6	5.1	11,556,642	44.0	33,798	46,301	5,117,757	44.7	14,895	20,504	.2744	.2641
Madison	69.8	73.6	5.4	24.8	8.3	992,258	44.0	30,089	40,010	327,995	37.7	10,403	13,226	.0232	.0222
Onondaga	469.5	474.9	1.2	178.7	3.5	8,150,809	40.3	33,647	45,612	4,075,580	43.7	16,417	22,807	.2037	.1926
Oswego	124.2	133.5	7.5	46.1	10.3	2,413,575	58.4	36,451	52,355	714,182	54.3	11,070	15,492	.0475	.0493
UTICA - ROME	323.1	325.5	.7	119.1	2.9	4,691,059	39.4	29,095	39,388	2,269,621	42.8	13,741	19,056	.1211	.1139
Herkimer	68.9	70.4	2.2	25.6	3.6	1,027,661	43.4	29,013	40,143	380,644	45.4	10,597	14,869	.0242	.0233
Oneida	254.2	255.1	.4	93.5	2.7	3,663,398	38.3	29,117	39,181	1,888,[illegible]	42.2	14,595	20,203	.0969	.0906
TOTAL METRO COUNTIES	16,201.0	16,491.8	1.8	6,305.1	4.1	299,971,216	41.9	34,889	47,576	127,811,298	44.8	14,569	20,271	7.0166	6.6902
TOTAL STATE	17,966.2	18,318.9	2.0	6,961.4	4.3	324,874,490	41.9	34,296	46,668	138,722,102	44.8	14,349	19,927	7.6406	7.2862
NORTH CAROLINA															
ASHEVILLE	168.0	173.7	3.4	70.1	6.1	2,591,192	51.4	25,896	36,964	1,798,366	51.1	18,006	25,654	.0701	.0703
Buncombe	168.0	173.7	3.4	70.1	6.1	2,591,192	51.4	25,896	36,964	1,798,366	51.1	18,006	25,654	.0701	.0703
BURLINGTON	100.5	101.2	.7	39.4	3.1	1,523,168	45.9	27,335	38,659	1,117,083	46.3	19,991	28,352	.0435	.0421
Alamance	100.5	101.2	.7	39.4	3.1	1,523,168	45.9	27,335	38,659	1,117,083	46.3	19,991	28,352	.0435	.0421
CHARLOTTE - GASTONIA - ROCK HILL	1,049.0	1,116.1	6.4	422.5	9.0	18,388,166	56.8	30,258	43,522	10,300,186	55.8	17,057	24,379	.4390	.4540
Cabarrus	93.3	99.6	6.8	37.5	9.6	1,644,016	61.0	29,851	43,840	863,325	58.5	15,931	23,022	.0378	.0397
Gaston	169.5	175.1	3.3	64.3	5.6	2,736,403	53.9	29,204	42,557	1,327,652	52.0	14,344	20,648	.0645	.0654
Lincoln	47.0	51.1	8.7	19.0	11.1	787,598	61.9	28,449	41,453	264,451	59.9	9,669	13,918	.0162	.0171
Mecklenburg	438.1	467.7	6.8	184.4	9.4	8,324,525	55.2	31,841	45,144	5,391,663	55.4	20,591	29,239	.2068	.2131
Rowan	103.0	105.9	2.8	41.0	5.4	1,652,558	52.8	27,802	40,306	902,821	51.3	15,336	22,020	.0407	.0409
Union	78.9	86.3	9.4	29.8	12.5	1,144,221	53.4	28,143	38,397	521,115	56.7	12,549	17,487	.0272	.0279
York, S. C.	*119.2*	*130.4*	*9.4*	*46.5*	*12.0*	*2,098,845*	*68.0*	*30,110*	*45,136*	*1,029,159*	*63.6*	*15,157*	*22,132*	*.0458*	*.0499*

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
NORTH CAROLINA (cont.)															
FAYETTEVILLE	**263.7**	**276.6**	**4.9**	**90.5**	**7.9**	**3,798,312**	**56.4**	**28,947**	**41,970**	**2,082,045**	**54.9**	**16,022**	**23,006**	**.0942**	**.0967**
Cumberland	263.7	276.6	4.9	90.5	7.9	3,798,312	56.4	28,947	41,970	2,082,045	54.9	16,022	23,006	.0942	.0967
GREENSBORO - WINSTON-SALEM - HIGH POINT	**902.1**	**942.7**	**4.5**	**365.9**	**7.1**	**15,742,158**	**54.3**	**29,858**	**43,023**	**8,362,388**	**52.6**	**16,028**	**22,854**	**.3747**	**.3811**
Davidson	121.9	128.9	5.7	48.4	8.0	1,939,972	56.3	27,698	40,082	741,813	55.0	10,684	15,327	.0425	.0438
Davie	27.1	29.1	7.4	10.9	10.1	448,448	59.0	28,483	41,142	118,205	56.6	7,624	10,844	.0090	.0093
Forsyth	258.0	270.0	4.7	108.0	7.2	4,936,514	56.0	31,427	45,708	2,982,260	54.2	19,201	27,614	.1195	.1226
Guilford	328.8	337.2	2.6	131.4	5.1	5,870,683	51.4	31,027	44,678	3,669,611	50.4	19,516	27,927	.1490	.1488
Randolph	99.6	106.5	6.9	40.8	9.4	1,450,563	50.1	25,904	35,553	567,722	52.9	9,956	13,915	.0334	.0339
Stokes	36.6	39.6	8.2	14.4	11.6	633,262	67.1	29,369	43,977	115,688	61.0	5,571	8,034	.0112	.0123
Yadkin	30.1	31.4	4.3	12.0	7.1	462,716	57.2	26,282	38,560	167,089	54.8	9,640	13,924	.0101	.0104
HICKORY	**217.2**	**228.9**	**5.4**	**86.1**	**8.0**	**3,513,227**	**56.5**	**28,168**	**40,804**	**1,833,186**	**55.3**	**14,810**	**21,291**	**.0835**	**.0861**
Alexander	27.5	29.7	8.0	10.7	10.3	406,515	58.9	26,367	37,992	110,043	57.9	7,185	10,284	.0084	.0088
Burke	76.5	79.6	4.1	29.9	6.8	1,115,586	53.3	25,998	37,311	401,762	52.6	9,406	13,437	.0249	.0253
Catawba	113.2	119.6	5.7	45.5	8.3	1,991,126	57.9	30,031	43,761	1,321,381	55.9	20,175	29,041	.0502	.0520
JACKSONVILLE	**121.4**	**129.9**	**7.0**	**38.8**	**11.5**	**1,304,575**	**39.4**	**26,892**	**33,623**	**843,885**	**49.1**	**16,266**	**21,750**	**.0390**	**.0378**
Onslow	121.4	129.9	7.0	38.8	11.5	1;304,575	39.4	26,892	33,623	843,885	49.1	16,266	21,750	.0390	.0378
RALEIGH - DURHAM	**632.9**	**695.5**	**9.9**	**269.3**	**13.0**	**12,786,772**	**65.0**	**32,521**	**47,482**	**6,480,913**	**63.1**	**16,676**	**24,066**	**.2763**	**.2993**
Durham	161.9	169.1	4.4	66.7	7.1	3,247,944	60.1	32,559	48,695	1,676,246	56.2	17,231	25,131	.0727	.0759
Franklin	32.6	34.8	6.7	12.4	8.8	422,531	57.5	23,537	34,075	120,487	52.0	6,955	9,717	.0093	.0094
Orange	84.0	90.4	7.6	35.0	11.1	1,435,420	55.9	29,225	41,012	659,723	57.0	13,341	18,849	.0324	.0336
Wake	354.4	401.2	13.2	155.2	16.6	7,680,877	69.5	34,053	49,490	4,024,457	67.6	18,038	25,931	.1619	.1804
WILMINGTON	**113.3**	**121.9**	**7.6**	**47.7**	**10.2**	**1,642,075**	**45.6**	**26,053**	**34,425**	**1,327,945**	**51.2**	**20,287**	**27,840**	**.0483**	**.0481**
New Hanover	113.3	121.9	7.6	47.7	10.2	1,642,075	45.6	26,053	34,425	1,327,945	51.2	20,287	27,840	.0483	.0481
TOTAL METRO COUNTIES	**3,448.9**	**3,656.1**	**6.0**	**1,383.8**	**8.8**	**59,190,800**	**56.1**	**29,812**	**42,774**	**33,116,838**	**55.1**	**16,788**	**23,932**	**1.4228**	**1.4656**
TOTAL STATE	**6,304.9**	**6,656.1**	**5.6**	**2,489.2**	**8.3**	**97,067,879**	**54.6**	**27,314**	**38,996**	**52,975,881**	**53.9**	**14,973**	**21,282**	**2.3850**	**2.4363**
NORTH DAKOTA															
BISMARCK	**91.7**	**101.5**	**10.7**	**36.3**	**12.0**	**1,656,932**	**51.3**	**33,795**	**45,646**	**929,037**	**54.0**	**18,619**	**25,593**	**.0402**	**.0409**
Burleigh	63.3	70.6	11.5	25.5	12.8	1,331,096	57.5	37,387	52,200	762,879	59.0	21,228	29,917	.0307	.0323
Morton	28.4	30.9	8.8	10.8	10.2	325,836	30.3	25,510	30,170	166,158	34.5	12,602	15,385	.0095	.0086
FARGO - MOORHEAD	**148.2**	**156.6**	**5.7**	**58.5**	**7.9**	**2,683,990**	**49.7**	**33,089**	**45,880**	**1,527,079**	**46.9**	**19,180**	**26,104**	**.0666**	**.0661**
Cass	98.8	107.4	8.7	41.1	10.8	2,004,106	53.9	35,103	48,762	1,156,830	48.7	20,973	28,147	.0481	.0489
Clay, Minn.	*49.4*	*49.2*	*–.4*	*17.4*	*1.8*	*679,884*	*38.4*	*28,718*	*39,074*	*370,249*	*41.6*	*15,290*	*21,279*	*.0185*	*.0172*

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S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
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NORTH DAKOTA (cont.)															
GRAND FORKS	**70.5**	**74.1**	**5.1**	**25.2**	**6.3**	**1,593,410**	**60.1**	**41,988**	**63,231**	**734,148**	**55.6**	**19,905**	**29,133**	**.0337**	**.0353**
Grand Forks	70.5	74.1	5.1	25.2	6.3	1,593,410	60.1	41,988	63,231	734,148	55.6	19,905	29,133	.0337	.0353
TOTAL METRO COUNTIES	**261.0**	**283.0**	**8.4**	**102.6**	**10.1**	**5,254,448**	**54.9**	**36,399**	**51,213**	**2,820,015**	**52.2**	**19,883**	**27,486**	**.1220**	**.1251**
TOTAL STATE	**699.9**	**737.3**	**5.3**	**264.1**	**6.6**	**12,203,936**	**50.2**	**32,796**	**46,210**	**6,346,925**	**49.3**	**17,159**	**24,032**	**.2946**	**.2939**
OHIO															
AKRON	**648.4**	**634.7**	**–2.1**	**241.3**	**.0**	**10,362,133**	**40.1**	**30,647**	**42,943**	**5,165,450**	**40.5**	**15,230**	**21,407**	**.2650**	**.2470**
Portage	139.8	142.6	2.0	49.9	4.2	2,353,449	52.6	32,189	47,163	840,758	50.4	11,673	16,849	.0512	.0512
Summit	508.6	492.1	–3.2	191.4	–1.1	8,008,684	36.8	30,265	41,843	4,324,692	38.7	16,110	22,595	.2138	.1958
CANTON	**409.5**	**412.5**	**.7**	**153.1**	**3.2**	**6,260,859**	**42.9**	**29,514**	**40,894**	**3,266,558**	**44.4**	**15,247**	**21,336**	**.1607**	**.1537**
Carroll	27.9	29.7	6.5	10.6	10.4	391,136	53.7	26,509	36,900	126,519	49.7	8,804	11,936	.0086	.0089
Stark	381.6	382.8	.3	142.5	2.7	5,869,723	42.3	29,722	41,191	3,140,039	44.2	15,692	22,035	.1521	.1448
CINCINNATI	**1,405.7**	**1,404.8**	**–.1**	**532.4**	**2.0**	**25,377,117**	**51.7**	**32,069**	**47,666**	**12,657,621**	**48.5**	**16,330**	**23,775**	**.5989**	**.5932**
Clermont	140.1	149.8	6.9	52.7	9.1	2,234,548	49.7	30,902	42,401	1,035,888	52.5	14,066	19,656	.0529	.0531
Hamilton	852.1	831.3	–2.4	328.6	–.2	16,012,527	49.7	32,468	48,730	8,555,356	45.8	17,819	26,036	.3879	.3782
Warren	104.9	109.5	4.4	37.8	7.1	2,036,559	63.0	35,405	53,877	591,029	53.3	10,923	15,636	.0394	.0413
Dearborn, Ind.	*37.8*	*41.0*	*8.5*	*14.4*	*11.6*	*629,243*	*66.2*	*29,353*	*43,697*	*229,415*	*62.4*	*10,949*	*15,932*	*.0130*	*.0140*
Boone, Ky.	*50.3*	*54.1*	*7.6*	*18.9*	*11.2*	*818,153*	*53.2*	*31,414*	*43,289*	*794,752*	*72.3*	*27,135*	*42,050*	*.0237*	*.0254*
Campbell, Ky.	*81.5*	*79.0*	*–3.1*	*28.3*	*–1.4*	*1,348,893*	*52.3*	*30,851*	*47,664*	*485,037*	*43.1*	*11,812*	*17,139*	*.0299*	*.0291*
Kenton, Ky.	*139.0*	*140.1*	*.8*	*51.7*	*3.0*	*2,297,194*	*53.3*	*29,849*	*44,433*	*966,144*	*49.8*	*12,844*	*18,688*	*.0521*	*.0521*
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,679.3***	***1,691.3***	***.7***	***636.4***	***2.9***	***29,834,556***	***51.2***	***31,906***	***46,880***	***14,459,194***	***48.8***	***15,708***	***22,720***	***.7010***	***.6944***
CLEVELAND	**1,873.4**	**1,845.3**	**–1.5**	**719.1**	**.5**	**32,671,207**	**42.1**	**32,141**	**45,433**	**17,194,947**	**41.7**	**16,965**	**23,912**	**.8249**	**.7795**
Cuyahoga	1,452.6	1,408.2	–3.1	566.6	–.9	25,009,003	40.3	31,182	44,139	13,918,992	40.7	17,314	24,566	.6516	.6074
Geauga	78.2	81.3	4.0	26.7	6.0	1,445,283	46.3	39,208	54,130	393,921	44.7	10,805	14,754	.0300	.0292
Lake	219.1	223.6	2.1	81.5	4.4	4,005,508	46.2	35,070	49,147	2,157,964	47.3	18,754	26,478	.0986	.0959
Medina	123.5	132.2	7.0	44.3	9.7	2,211,413	53.6	35,626	49,919	724,070	44.3	12,423	16,345	.0467	.0470
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,795.6***	***2,750.6***	***–1.6***	***1,056.8***	***.5***	***47,843,716***	***42.5***	***31,925***	***45,272***	***24,279,329***	***41.9***	***16,270***	***22,974***	***1.1999***	***1.1323***
COLUMBUS	**1,288.9**	**1,325.1**	**2.8**	**514.4**	**5.2**	**23,307,806**	**54.4**	**30,887**	**45,311**	**12,200,661**	**51.1**	**16,514**	**23,718**	**.5506**	**.5557**
Delaware	59.4	64.3	8.2	22.6	11.9	1,183,270	68.7	34,727	52,357	347,890	61.6	10,659	15,393	.0222	.0240
Fairfield	101.5	107.7	6.1	38.2	8.2	1,529,751	47.4	29,402	40,046	579,816	48.1	11,088	15,178	.0355	.0349
Franklin	893.1	913.4	2.3	367.6	4.7	16,720,373	54.0	30,928	45,485	9,830,843	51.5	18,492	26,743	.4074	.4113
Licking	125.3	128.8	2.9	48.3	5.5	2,280,100	59.2	31,268	47,207	807,524	50.4	11,724	16,719	.0475	.0488
Madison	33.9	34.3	1.2	11.7	3.5	396,516	32.7	26,440	33,890	205,984	40.1	13,015	17,605	.0112	.0103
Pickaway	43.9	43.1	–1.8	14.4	.0	648,485	49.4	30,142	45,034	283,317	45.8	13,497	19,675	.0155	.0152
Union	31.8	33.5	5.3	11.6	7.4	549,311	62.7	31,256	47,354	145,287	51.3	8,893	12,525	.0107	.0112
DAYTON - SPRINGFIELD	**927.5**	**910.7**	**–1.8**	**355.0**	**.5**	**16,657,784**	**49.3**	**31,591**	**46,923**	**7,846,495**	**45.5**	**15,271**	**22,103**	**.3922**	**.3818**
Clark	146.1	141.8	–2.9	54.1	–.7	2,343,227	46.5	29,349	43,313	942,333	39.6	12,388	17,418	.0552	.0524
Greene	128.4	126.2	–1.7	45.2	.7	2,465,535	53.5	35,778	54,547	861,011	48.3	12,933	19,049	.0518	.0516
Miami	91.0	91.2	.2	34.4	3.0	1,546,967	51.3	30,620	44,970	662,136	48.8	13,319	19,248	.0354	.0350
Montgomery	562.0	551.5	–1.9	221.3	.4	10,302,055	48.7	31,439	46,552	5,381,015	45.7	16,756	24,315	.2498	.2428
HAMILTON - MIDDLETOWN	**273.6**	**286.5**	**4.7**	**104.0**	**7.4**	**4,457,439**	**48.4**	**31,026**	**42,860**	**1,801,573**	**50.6**	**12,356**	**17,323**	**.1021**	**.1012**
Butler	273.6	286.5	4.7	104.0	7.4	4,457,439	48.4	31,026	42,860	1,801,573	50.6	12,356	17,323	.1021	.1012
LIMA	**157.4**	**157.9**	**.3**	**57.9**	**2.7**	**2,316,146**	**43.1**	**28,699**	**40,003**	**1,347,275**	**44.3**	**16,555**	**23,269**	**.0622**	**.0593**
Allen	113.0	112.0	–.9	41.2	1.2	1,695,279	43.0	29,126	41,148	1,057,530	43.5	18,108	25,668	.0464	.0441
Auglaize	44.4	45.9	3.4	16.7	6.4	620,867	43.3	27,592	37,178	289,745	47.3	12,529	17,350	.0158	.0152
LORAIN - ELYRIA	**273.8**	**270.6**	**–1.2**	**96.4**	**1.0**	**4,810,376**	**50.3**	**33,543**	**49,900**	**1,918,932**	**47.0**	**13,685**	**19,906**	**.1080**	**.1058**
Lorain	273.8	270.6	–1.2	96.4	1.0	4,810,376	50.3	33,543	49,900	1,918,932	47.0	13,685	19,906	.1080	.1058
MANSFIELD	**130.9**	**129.9**	**–.8**	**49.1**	**1.2**	**2,126,587**	**48.8**	**29,461**	**43,311**	**1,180,271**	**46.4**	**16,625**	**24,038**	**.0538**	**.0523**
Richland	130.9	129.9	–.8	49.1	1.2	2,126,587	48.8	29,461	43,311	1,180,271	46.4	16,625	24,038	.0538	.0523
PARKERSBURG - MARIETTA	**159.0**	**159.0**	**.0**	**60.4**	**2.0**	**2,368,785**	**50.3**	**26,622**	**39,218**	**1,307,716**	**44.5**	**15,292**	**21,651**	**.0608**	**.0594**
Washington	66.0	67.2	1.8	24.5	3.8	950,131	47.2	27,344	38,781	491,621	47.4	14,129	20,066	.0241	.0236
Wood, W. Va.	*93.0*	*91.8*	*–1.3*	*35.9*	*.8*	*1,418,654*	*52.4*	*26,142*	*39,517*	*816,095*	*42.7*	*16,063*	*22,732*	*.0367*	*.0358*

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
OHIO (cont.)															
STEUBENVILLE - WEIRTON	**156.5**	**149.9**	**-4.2**	**56.7**	**-2.6**	**1,924,673**	**25.3**	**26,403**	**33,945**	**880,807**	**28.6**	**11,768**	**15,535**	**.0552**	**.0472**
Jefferson	87.3	83.3	-4.6	31.6	-3.1	1,098,444	24.4	27,084	34,761	496,148	25.3	12,150	15,701	.0316	.0267
Brooke, W. Va.	*29.6*	*28.0*	*-5.4*	*10.2*	*-4.7*	*334,257*	*24.9*	*25,011*	*32,770*	*139,156*	*30.3*	*9,982*	*13,643*	*.0094*	*.0081*
Hancock, W. Va.	*39.6*	*38.6*	*-2.5*	*14.9*	*.0*	*491,972*	*27.4*	*25,914*	*33,018*	*245,503*	*34.9*	*12,215*	*16,477*	*.0142*	*.0124*
TOLEDO	**617.9**	**615.3**	**-.4**	**233.9**	**1.8**	**10,795,593**	**49.1**	**31,531**	**46,155**	**6,502,607**	**46.6**	**19,316**	**27,801**	**.2760**	**.2700**
Fulton	40.1	41.9	4.5	14.9	7.2	714,123	60.4	32,039	47,928	304,300	56.4	14,001	20,423	.0155	.0163
Lucas	463.0	452.9	-2.2	176.9	.1	8,083,110	46.5	31,220	45,693	5,111,660	44.4	20,030	28,896	.2130	.2049
Wood	114.8	120.5	5.0	42.1	7.7	1,998,360	56.0	32,755	47,467	1,086,647	54.6	17,980	25,811	.0475	.0488
YOUNGSTOWN - WARREN	**516.2**	**499.4**	**-3.3**	**188.2**	**-1.2**	**8,195,733**	**41.0**	**30,529**	**43,548**	**3,886,250**	**39.4**	**14,637**	**20,650**	**.2068**	**.1925**
Mahoning	276.6	263.3	-4.8	99.9	-2.7	3,415,128	25.4	26,520	34,185	2,049,004	31.9	15,123	20,511	.1051	.0908
Trumbull	239.6	236.1	-1.5	88.3	.7	4,780,605	54.8	35,224	54,140	1,837,246	48.9	14,068	20,807	.1017	.1017
TOTAL METRO COUNTIES	**8,515.0**	**8,476.4**	**-.5**	**3,244.2**	**1.7**	**146,360,740**	**46.8**	**31,277**	**45,115**	**74,430,093**	**44.9**	**16,104**	**22,943**	**3.5920**	**3.4715**
TOTAL STATE	**10,836.0**	**10,826.0**	**-.1**	**4,104.9**	**2.1**	**179,329,646**	**46.6**	**30,435**	**43,687**	**87,842,424**	**44.5**	**15,124**	**21,399**	**4.3909**	**4.2406**
OKLAHOMA															
ENID	**65.8**	**67.9**	**3.2**	**27.0**	**5.5**	**1,144,326**	**47.6**	**30,289**	**42,382**	**574,541**	**36.4**	**16,455**	**21,279**	**.0283**	**.0271**
Garfield	65.8	67.9	3.2	27.0	5.5	1,144,326	47.6	30,289	42,382	574,541	36.4	16,455	21,279	.0283	.0271
LAWTON	**117.1**	**120.9**	**3.2**	**40.4**	**6.0**	**1,787,325**	**52.6**	**30,733**	**44,241**	**866,441**	**45.3**	**15,657**	**21,447**	**.0434**	**.0432**
Comanche	117.1	120.9	3.2	40.4	6.0	1,787,325	52.6	30,733	44,241	866,441	45.3	15,657	21,447	.0434	.0432
OKLAHOMA CITY	**984.4**	**1,096.5**	**11.4**	**429.5**	**13.7**	**18,790,485**	**60.1**	**31,074**	**43,750**	**11,701,298**	**56.1**	**19,850**	**27,244**	**.4525**	**.4773**
Canadian	74.8	91.3	22.1	31.7	25.8	1,512,540	76.0	34,099	47,714	591,958	58.2	14,845	18,674	.0296	.0336
Cleveland	161.9	189.1	16.8	69.9	20.1	3,168,551	68.2	32,366	45,330	1,980,934	69.5	20,078	28,340	.0723	.0809
Logan	31.6	36.0	13.9	12.6	13.5	523,458	62.9	28,941	41,544	145,248	49.1	8,775	11,528	.0104	.0112
McClain	25.4	30.0	18.1	10.3	17.0	395,796	64.3	27,375	38,427	162,819	54.1	12,006	15,808	.0086	.0094
Oklahoma	626.3	677.5	8.2	277.8	10.8	12,160,993	55.9	31,115	43,776	8,321,708	53.5	21,625	29,956	.3078	.3171
Pottawatomie	64.4	72.6	12.7	27.2	14.8	1,029,147	63.1	26,631	37,836	498,631	51.0	13,932	18,332	.0238	.0251
TULSA	**745.3**	**822.3**	**10.3**	**320.8**	**12.2**	**13,024,158**	**52.0**	**29,971**	**40,599**	**6,075,230**	**39.9**	**15,187**	**18,938**	**.3081**	**.3066**
Creek	73.4	85.9	17.0	30.6	17.2	1,181,992	65.1	27,428	38,627	407,663	48.2	10,386	13,126	.0247	.0266
Osage	44.2	48.4	9.5	17.9	10.5	595,957	42.9	25,738	33,294	99,928	33.2	4,630	5,583	.0127	.0123
Rogers	57.7	67.7	17.3	23.7	20.3	962,209	63.5	29,881	40,600	241,492	48.9	8,232	10,190	.0188	.0203
Tulsa	514.9	553.3	7.5	226.3	10.1	9,341,251	48.4	30,624	41,278	5,221,575	38.8	18,297	23,074	.2360	.2294
Wagoner	55.1	67.0	21.6	22.3	21.9	942,749	71.1	30,113	42,276	110,572	53.6	3,935	4,958	.0159	.0180
TOTAL METRO COUNTIES	**1,948.2**	**2,147.6**	**10.2**	**831.4**	**12.4**	**35,074,062**	**56.0**	**30,407**	**42,187**	**19,334,854**	**49.4**	**17,506**	**23,256**	**.8414**	**.8628**
TOTAL STATE	**3,356.0**	**3,647.6**	**8.7**	**1,403.7**	**10.6**	**54,523,363**	**53.8**	**27,932**	**38,843**	**28,647,867**	**47.4**	**15,313**	**20,409**	**1.3295**	**1.3453**
OREGON															
EUGENE - SPRINGFIELD	**267.9**	**259.1**	**-3.3**	**103.1**	**-1.2**	**3,891,548**	**45.4**	**25,669**	**37,745**	**2,032,660**	**41.7**	**13,751**	**19,715**	**.1009**	**.0957**
Lane	267.9	259.1	-3.3	103.1	-1.2	3,891,548	45.4	25,669	37,745	2,032,660	41.7	13,751	19,715	.1009	.0957
MEDFORD	**139.3**	**144.8**	**3.9**	**55.6**	**5.7**	**1,922,307**	**50.8**	**24,235**	**34,574**	**1,108,126**	**45.3**	**14,494**	**19,930**	**.0507**	**.0501**
Jackson	139.3	144.8	3.9	55.6	5.7	1,922,307	50.8	24,235	34,574	1,108,126	45.3	14,494	19,930	.0507	.0501
PORTLAND	**1,149.3**	**1,180.6**	**2.7**	**469.2**	**4.1**	**22,910,488**	**64.4**	**30,905**	**48,829**	**11,590,186**	**55.7**	**16,508**	**24,702**	**.5040**	**.5310**
Clackamas	254.7	264.1	3.7	95.3	5.4	4,865,544	63.6	32,901	51,055	1,887,999	56.7	13,329	19,811	.1001	.1055
Multnomah	562.3	558.1	-.7	236.4	.3	10,387,834	58.6	27,808	43,942	6,114,383	50.5	17,239	25,865	.2509	.2549
Washington	272.5	295.2	8.3	115.2	10.9	6,762,166	75.8	37,012	58,699	3,203,609	66.3	18,537	27,809	.1327	.1495
Yamhill	59.8	63.2	5.7	22.3	6.7	894,944	59.5	26,840	40,132	384,195	54.0	11,939	17,228	.0203	.0211
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1,361.0***	***1,408.8***	***3.5***	***556.1***	***5.0***	***26,584,909***	***63.4***	***30,732***	***47,806***	***12,840,291***	***55.2***	***15,620***	***23,090***	***.5812***	***.6104***
SALEM	**257.0**	**261.4**	**1.7**	**97.1**	**2.6**	**3,384,587**	**44.3**	**24,802**	**34,857**	**1,662,354**	**40.4**	**12,516**	**17,120**	**.0888**	**.0847**
Marion	210.7	214.6	1.9	79.6	2.6	2,756,343	43.6	24,735	34,627	1,535,128	40.9	14,039	19,286	.0752	.0716
Polk	46.3	46.8	1.1	17.5	2.9	628,244	47.2	25,107	35,900	127,226	34.5	5,564	7,270	.0136	.0131
TOTAL METRO COUNTIES	**1,813.5**	**1,845.9**	**1.8**	**725.0**	**3.2**	**32,108,930**	**58.7**	**28,806**	**44,288**	**16,393,326**	**51.5**	**15,410**	**22,611**	**.7444**	**.7615**
TOTAL STATE	**2,709.2**	**2,759.0**	**1.8**	**1,068.7**	**3.1**	**44,091,646**	**55.7**	**27,323**	**41,257**	**22,655.863**	**49.5**	**14,623**	**21,199**	**1.0567**	**1.0655**
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM	**656.8**	**673.9**	**2.6**	**262.5**	**5.0**	**11,756,325**	**47.4**	**31,907**	**44,786**	**5,544,706**	**46.0**	**15,202**	**21,123**	**.2785**	**.2721**
Carbon	54.4	55.2	1.5	22.0	3.8	740,764	38.3	25,261	33,671	221,725	29.1	8,104	10,078	.0177	.0162
Lehigh	279.5	285.0	2.0	113.9	4.5	5,795,398	55.2	34,267	50,881	3,280,299	51.9	19,819	28,800	.1364	.1384
Northampton	233.5	239.9	2.7	91.8	5.2	3,511,848	37.3	29,296	38,255	1,306,876	35.4	11,057	14,236	.0858	.0793
Warren, N. J.	*89.4*	*93.8*	*4.9*	*34.8*	*7.4*	*1,708,315*	*49.2*	*35,350*	*49,090*	*735,806*	*46.7*	*15,484*	*21,144*	*.0386*	*.0382*
ALTOONA	**136.0**	**134.9**	**-.8**	**51.9**	**1.8**	**1,740,414**	**37.0**	**24,911**	**33,534**	**1,035,341**	**39.5**	**14,555**	**19,949**	**.0499**	**.0461**
Blair	136.0	134.9	-.8	51.9	1.8	1,740,414	37.0	24,911	33,534	1,035,341	39.5	14,555	19,949	.0499	.0461
BEAVER COUNTY	**199.9**	**194.9**	**-2.5**	**73.4**	**.0**	**3,259,009**	**39.6**	**31,813**	**44,401**	**1,120,023**	**32.1**	**11,548**	**15,259**	**.0765**	**.0700**
Beaver	199.9	194.9	-2.5	73.4	.0	3,259,009	39.6	31,813	44,401	1,120,023	32.1	11,548	15,259	.0765	.0700
ERIE	**285.3**	**288.8**	**1.2**	**107.1**	**3.7**	**4,708,736**	**51.4**	**30,103**	**43,966**	**2,092,198**	**46.2**	**13,853**	**19,535**	**.1100**	**.1086**
Erie	285.3	288.8	1.2	107.1	3.7	4,708,736	51.4	30,103	43,966	2,092,198	46.2	13,853	19,535	.1100	.1086
HARRISBURG - LEBANON - CARLISLE	**578.8**	**597.4**	**3.2**	**233.2**	**5.7**	**10,628,016**	**52.0**	**31,680**	**45,575**	**5,733,887**	**50.7**	**17,240**	**24,588**	**.2548**	**.2553**
Cumberland	189.1	197.4	4.4	75.5	7.1	3,837,261	57.6	34,543	50,825	2,415,580	54.9	22,119	31,994	.0928	.0958
Dauphin	237.6	241.4	1.6	98.5	3.9	4,683,959	54.0	32,084	47,553	2,245,016	50.8	15,699	22,792	.1060	.1067
Lebanon	112.6	115.9	2.9	43.4	5.6	1,564,831	36.7	27,858	36,056	898,523	41.1	15,489	20,703	.0435	.0405
Perry	39.5	42.7	8.1	15.8	10.5	541,965	46.5	25,870	34,302	174,768	44.7	8,445	11,061	.0125	.0123
JOHNSTOWN	**262.6**	**259.2**	**-1.3**	**96.9**	**1.0**	**2,829,027**	**23.2**	**23,940**	**29,195**	**1,243,876**	**20.4**	**10,769**	**12,837**	**.0852**	**.0717**
Cambria	179.1	174.3	-2.7	64.9	-.5	1,939,213	21.7	24,434	29,880	878,384	18.4	11,376	13,534	.0594	.0493
Somerset	83.5	84.9	1.7	32.0	4.2	889,814	26.6	22,891	27,807	365,492	25.6	9,480	11,422	.0258	.0224
LANCASTER	**386.6**	**407.1**	**5.3**	**149.8**	**7.9**	**6,548,842**	**51.4**	**31,158**	**43,717**	**3,338,494**	**52.5**	**15,776**	**22,286**	**.1565**	**.1577**
Lancaster	386.6	407.1	5.3	149.8	7.9	6,548,842	51.4	31,158	43,717	3,338,494	52.5	15,776	22,286	.1565	.1577
PHILADELPHIA	**4,807.8**	**4,880.7**	**1.5**	**1,822.0**	**3.7**	**88,729,247**	**49.7**	**33,761**	**48,699**	**42,105,783**	**48.3**	**16,168**	**23,110**	**2.0684**	**2.0413**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
PENNSYLVANIA (Philadelphia, cont.)															
Bucks	515.6	546.9	6.1	194.2	8.6	9,811,753	51.5	36,196	50,524	5,251,656	52.8	19,214	27,043	.2324	.2348
Chester	341.7	364.9	6.8	132.2	9.6	7,839,765	61.3	40,306	59,302	2,635,223	58.0	13,826	19,934	.1511	.1595
Delaware	550.6	548.2	–.4	204.9	1.8	10,351,377	46.6	35,084	50,519	5,196,120	45.7	17,722	25,359	.2483	.2406
Montgomery	664.4	682.4	2.7	256.7	5.2	14,861,314	50.0	40,598	57,894	8,175,230	49.8	22,364	31,847	.3493	.3473
Philadelphia	1,638.3	1,588.6	–3.0	624.6	–.8	25,089,978	47.1	27,078	40,170	11,310,056	44.0	12,467	18,108	.6096	.5852
Burlington, N. J.	*392.8*	*417.4*	*6.3*	*142.9*	*9.0*	*7,926,069*	*51.6*	*39,883*	*55,466*	*3,180,777*	*49.0*	*14,281*	*22,259*	*.1718*	*.1726*
Camden, N. J.	*487.3*	*500.4*	*2.7*	*185.3*	*5.1*	*8,917,947*	*46.0*	*34,651*	*48,127*	*4,460,854*	*47.7*	*17,126*	*24,074*	*.2145*	*.2092*
Gloucester, N. J.	*217.1*	*231.9*	*6.8*	*81.2*	*9.4*	*3,931,044*	*51.5*	*34,975*	*48,412*	*1,695,867*	*50.4*	*16,985*	*23,348*	*.0914*	*.0921*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,801.2***	***5,895.3***	***1.6***	***2,189.8***	***3.9***	***108,000,655***	***49.5***	***34,271***	***49,320***	***51,290,549***	***48.1***	***16,432***	***23,422***	***2.5166***	***2.4813***
PITTSBURGH	**2,180.6**	**2,142.7**	**–1.7**	**850.1**	**.5**	**34,604,802**	**36.5**	**29,950**	**40,707**	**15,658,626**	**33.9**	**13,922**	**18,420**	**.8850**	**.8039**
Allegheny	1,404.6	1,363.5	–2.9	552.4	–.8	23,593,429	36.4	31,082	42,711	11,225,648	35.8	14,851	20,322	.6032	.5482
Fayette	163.5	166.8	2.0	63.6	4.6	1,801,283	30.2	22,756	28,322	825,712	23.6	10,989	12,983	.0526	.0464
Washington	218.9	219.7	.4	84.0	2.8	3,272,275	38.3	28,962	38,956	1,160,583	28.5	11,054	13,816	.0799	.0728
Westmoreland	393.6	392.7	–.2	150.1	2.0	5,937,815	38.3	29,192	39,559	2,446,683	31.6	12,534	16,300	.1493	.1365
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,380.5***	***2,337.6***	***–1.8***	***923.5***	***.4***	***37,863,811***	***36.8***	***30,099***	***41,000***	***16,778,649***	***33.8***	***13,640***	***18,169***	***.9615***	***.8739***
READING	**323.4**	**332.4**	**2.8**	**131.0**	**5.2**	**5,492,615**	**46.8**	**30,060**	**41,928**	**3,009,187**	**48.2**	**16,307**	**22,971**	**.1374**	**.1345**
Berks	323.4	332.4	2.8	131.0	5.2	5,492,615	46.8	30,060	41,928	3,009,187	48.2	16,307	22,971	.1374	.1345
SCRANTON - WILKES-BARRE	**735.6**	**739.4**	**.5**	**287.1**	**2.9**	**10,756,192**	**46.8**	**26,258**	**37,465**	**5,341,505**	**43.9**	**13,301**	**18,605**	**.2718**	**.2625**
Columbia	63.4	64.4	1.6	24.1	4.3	958,876	54.2	26,918	39,787	357,425	41.3	10,949	14,831	.0218	.0216
Lackawanna	223.9	220.1	–1.7	85.2	.6	3,187,605	43.2	26,275	37,413	1,700,117	43.1	14,023	19,954	.0838	.0796
Luzerne	340.3	336.6	–1.1	132.4	1.2	4,921,776	45.7	25,831	37,174	2,482,338	44.8	13,106	18,749	.1255	.1205
Monroe	79.4	88.0	10.8	34.5	13.5	1,314,724	55.7	27,773	38,108	651,294	44.5	14,829	18,878	.0314	.0319
Wyoming	28.6	30.3	5.9	10.9	9.0	373,211	45.9	25,577	34,240	150,331	42.7	10,536	13,792	.0093	.0089
SHARON	**128.6**	**127.7**	**–.7**	**47.7**	**1.5**	**1,722,075**	**32.7**	**27,621**	**36,102**	**735,045**	**28.0**	**12,214**	**15,410**	**.0462**	**.0411**
Mercer	128.6	127.7	–.7	47.7	1.5	1,722,075	32.7	27,621	36,102	735,045	28.0	12,214	15,410	.0462	.0411
STATE COLLEGE	**115.8**	**117.9**	**1.8**	**40.7**	**4.4**	**1,579,073**	**44.8**	**27,958**	**38,798**	**767,088**	**36.7**	**14,389**	**18,847**	**.0411**	**.0391**
Centre	115.8	117.9	1.8	40.7	4.4	1,579,073	44.8	27,958	38,798	767,088	36.7	14,389	18,847	.0411	.0391
WILLIAMSPORT	**119.3**	**118.8**	**–.4**	**45.0**	**2.3**	**1,690,471**	**44.0**	**26,675**	**37,566**	**867,193**	**41.2**	**13,954**	**19,271**	**.0440**	**.0418**
Lycoming	119.3	118.8	–.4	45.0	2.3	1,690,471	44.0	26,675	37,566	867,193	41.2	13,954	19,271	.0440	.0418
YORK	**401.1**	**417.6**	**4.1**	**159.4**	**6.6**	**6,654,973**	**48.0**	**30,082**	**41,750**	**2,635,161**	**41.2**	**12,480**	**16,532**	**.1537**	**.1496**
Adams	69.2	69.8	.9	25.3	3.7	984,824	42.7	28,292	38,926	311,896	41.4	9,040	12,328	.0229	.0217
York	331.9	347.8	4.8	134.1	7.2	5,670,149	48.9	30,431	42,283	2,323,265	41.2	13,151	17,325	.1308	.1279
TOTAL METRO COUNTIES	**10,131.6**	**10,189.9**	**.6**	**3,913.6**	**2.9**	**170,216,442**	**45.5**	**30,750**	**43,494**	**80,954,809**	**43.6**	**14,819**	**20,686**	**4.1427**	**3.9832**
TOTAL STATE	**12,012.0**	**12,109.8**	**.8**	**4,632.3**	**3.1**	**195,088,839**	**44.9**	**29,975**	**42,115**	**91,714,240**	**42.6**	**14,311**	**19,799**	**4.7845**	**4.5839**
RHODE ISLAND															
PROVIDENCE - PAWTUCKET - WOONSOCKET	**885.2**	**899.3**	**1.6**	**335.3**	**3.7**	**15,711,786**	**48.7**	**32,684**	**46,859**	**7,549,121**	**48.6**	**15,715**	**22,515**	**.3714**	**.3657**
Bristol	46.5	45.9	–1.3	15.5	.0	787,183	40.7	36,102	50,786	251,354	41.5	11,464	16,216	.0177	.0167
Kent	161.4	167.1	3.5	61.0	5.7	3,120,720	51.6	35,686	51,159	1,751,722	50.9	20,112	28,717	.0751	.0753
Providence	575.5	577.0	.3	220.2	2.5	9,827,083	47.0	31,112	44,628	4,470,402	46.3	14,214	20,302	.2329	.2261
Washington	101.8	109.3	7.4	38.6	10.0	1,976,800	57.0	35,863	51,212	1,075,643	56.7	19,555	27,866	.0457	.0476
TOTAL METRO COUNTIES	**885.2**	**899.3**	**1.6**	**335.3**	**3.7**	**15,711,786**	**48.7**	**32,684**	**46,859**	**7,549,121**	**48.6**	**15,715**	**22,515**	**.3714**	**.3657**
TOTAL STATE	**969.5**	**984.7**	**1.6**	**366.2**	**3.7**	**17,421,290**	**49.1**	**33,110**	**47,573**	**8,391,195**	**48.7**	**15,982**	**22,914**	**.4106**	**.4047**

HILLSBORO
Nashua
Lowell
Lawrence
Haverhill
Newburyport
ESSEX
Gloucester
Fitchburg
WORCESTER
MIDDLESEX
Worcester
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Brockton
PLYMOUTH
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Woonsocket
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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
SOUTH CAROLINA															
ANDERSON	**145.3**	**154.8**	**6.5**	**59.1**	**9.2**	**2,150,664**	**56.8**	**25,349**	**36,390**	**1,048,166**	**53.1**	**12,659**	**17,735**	**.0513**	**.0527**
Anderson	145.3	154.8	6.5	59.1	9.2	2,150,664	56.8	25,349	36,390	1,048,166	53.1	12,659	17,735	.0513	.0527
CHARLESTON	**490.2**	**537.7**	**9.7**	**186.1**	**12.4**	**7,006,537**	**56.8**	**26,982**	**37,649**	**3,846,741**	**52.8**	**15,205**	**20,670**	**.1746**	**.1805**
Berkeley	122.1	146.8	20.2	49.8	23.3	1,745,740	69.8	25,448	35,055	424,545	70.2	6,175	8,525	.0339	.0383
Charleston	291.3	297.3	2.1	103.9	4.5	4,158,462	49.8	27,929	40,024	2,980,053	49.2	20,092	28,682	.1167	.1155
Dorchester	76.8	93.6	21.9	32.4	25.6	1,102,335	66.0	25,733	34,023	442,143	63.0	10,515	13,646	.0240	.0267
CHARLOTTE - GASTONIA - ROCK HILL	**1,049.0**	**1,116.1**	**6.4**	**422.5**	**9.0**	**18,388,166**	**56.8**	**30,258**	**43,522**	**10,300,186**	**55.8**	**17,057**	**24,379**	**.4390**	**.4540**
York	119.2	130.4	9.4	46.5	12.0	2,098,845	68.0	30,110	45,136	1,029,159	63.6	15,157	22,132	.0458	.0499
Cabarrus, N. C.	93.3	99.6	6.8	37.5	9.6	1,644,016	61.0	29,851	43,840	863,325	58.5	15,931	23,022	.0378	.0397
Gaston, N. C.	169.5	175.1	3.3	64.3	5.6	2,736,403	53.9	29,204	42,557	1,327,652	52.0	14,344	20,648	.0645	.0654
Lincoln, N. C.	47.0	51.1	8.7	19.0	11.1	787,598	61.9	28,449	41,453	264,451	59.9	9,669	13,918	.0162	.0171
Mecklenburg, N. C.	438.1	467.7	6.8	184.4	9.4	8,324,525	55.2	31,841	45,144	5,391,663	55.4	20,591	29,239	.2068	.2131
Rowan, N. C.	103.0	105.9	2.8	41.0	5.4	1,652,558	52.8	27,802	40,306	902,821	51.3	15,336	22,020	.0407	.0409
Union, N. C.	78.9	86.3	9.4	29.8	12.5	1,144,221	53.4	28,143	38,397	521,115	56.7	12,549	17,487	.0272	.0279
COLUMBIA	**443.2**	**472.6**	**6.6**	**172.6**	**9.5**	**8,058,511**	**63.8**	**31,222**	**46,689**	**3,821,814**	**58.8**	**15,268**	**22.143**	**.1765**	**.1878**
Lexington	161.5	180.6	11.8	67.6	14.4	3,019,134	69.4	30,162	44,662	1,118,578	66.0	11,403	16,547	.0598	.0662
Richland	281.7	292.0	3.7	105.0	6.6	5,039,377	60.6	31,858	47,994	2,703,236	56.0	17,587	25,745	.1167	.1216
FLORENCE	**118.3**	**125.0**	**5.7**	**44.6**	**8.3**	**1,492,092**	**51.4**	**23,919**	**33,455**	**1,075,455**	**52.7**	**17,095**	**24,113**	**.0426**	**.0430**
Florence	118.3	125.0	5.7	44.6	8.3	1,492,092	51.4	23,919	33,455	1,075,455	52.7	17,095	24,113	.0426	.0430
GREENVILLE - SPARTANBURG	**609.1**	**642.0**	**5.4**	**244.1**	**8.0**	**8,713,923**	**48.9**	**25,877**	**35,698**	**5,177,836**	**49.9**	**15,279**	**21,212**	**.2290**	**.2283**
Greenville	308.3	325.7	5.6	126.1	8.1	4,091,866	40.4	24,997	32,449	2,976,715	47.2	17,347	23,606	.1210	.1170
Pickens	86.9	93.0	7.0	33.2	9.9	1,406,586	64.3	28,342	42,367	521,010	55.0	11,129	15,693	.0297	.0314
Spartanburg	213.9	223.3	4.4	84.8	6.9	3,215,471	54.6	26,231	37,918	1,680,111	53.3	13,819	19,813	.0783	.0799
TOTAL METRO COUNTIES	**2,040.3**	**2,185.6**	**7.1**	**800.2**	**9.7**	**31,477,913**	**57.0**	**27,493**	**39,338**	**16,811,473**	**54.1**	**14,957**	**21,009**	**.7617**	**.7868**
TOTAL STATE	**3,396.3**	**3,621.6**	**6.6**	**1,312.0**	**9.3**	**48,611,467**	**56.3**	**25,906**	**37,051**	**26,313,059**	**54.7**	**14,162**	**20,056**	**1.2031**	**1.2397**
SOUTH DAKOTA															
RAPID CITY	**76.3**	**81.6**	**6.9**	**31.5**	**9.8**	**1,451,445**	**57.9**	**32,038**	**46,078**	**964,505**	**57.0**	**21,411**	**30,619**	**.0359**	**.0375**
Pennington	76.3	81.6	6.9	31.5	9.8	1,451,445	57.9	32,038	46,078	964,505	57.0	21,411	30,619	.0359	.0375
SIOUX FALLS	**122.2**	**132.9**	**8.8**	**52.8**	**11.6**	**2,651,166**	**62.6**	**34,479**	**50,211**	**1,396,220**	**56.4**	**18,876**	**26,444**	**.0584**	**.0618**
Minnehaha	122.2	132.9	8.8	52.8	11.6	2,651,166	62.6	34,479	50,211	1,396,220	56.4	18,876	26,444	.0584	.0618
TOTAL METRO COUNTIES	**198.5**	**214.5**	**8.1**	**84.3**	**10.9**	**4,102,611**	**60.9**	**33,557**	**48,667**	**2,360,725**	**56.6**	**19,833**	**28,004**	**.0943**	**.0993**
TOTAL STATE	**719.3**	**742.6**	**3.2**	**278.2**	**5.4**	**11,031,254**	**49.1**	**28,028**	**39,652**	**5,755,027**	**48.6**	**14,672**	**20,687**	**.2751**	**.2720**
TENNESSEE															
CHATTANOOGA	**433.7**	**437.4**	**.9**	**165.7**	**3.0**	**6,133,095**	**45.1**	**26,278**	**37,013**	**3,687,177**	**45.7**	**15,723**	**22,252**	**.1660**	**.1602**
Hamilton	289.9	289.8	.0	112.7	2.3	4,382,823	45.7	27,297	38,889	2,835,042	45.6	17,673	25,156	.1197	.1156
Marion	25.4	26.1	2.8	9.6	4.3	299,703	45.8	22,337	31,219	135,727	47.1	10,027	14,138	.0077	.0076
Sequatchie	9.0	9.3	3.3	3.5	9.4	110,107	62.3	21,205	31,459	51,524	58.9	10,135	14,721	.0028	.0027
Catoosa, Ga.	40.1	42.7	6.5	15.2	8.6	532,321	47.4	25,793	35,021	320,825	50.9	15,182	21,107	.0144	.0143
Dade, Ga.	12.9	13.4	3.9	4.2	.0	122,619	32.3	22,064	29,195	50,419	31.0	9,161	12,005	.0035	.0033
Walker, Ga.	56.4	56.1	-.5	20.5	2.0	685,522	39.1	24,522	33,440	293,640	42.1	10,281	14,324	.0179	.0167
CLARKSVILLE - HOPKINSVILLE	**154.4**	**159.6**	**3.4**	**54.1**	**5.9**	**2,230,558**	**58.8**	**27,483**	**41,230**	**1,142,301**	**54.5**	**14,473**	**21,115**	**.0538**	**.0555**
Montgomery	87.0	90.5	4.0	32.0	6.7	1,263,902	57.9	26,674	39,497	698,033	54.8	15,032	21,814	.0312	.0322
Christian, Ky.	67.4	69.1	2.5	22.1	4.7	966,656	60.0	28,633	43,740	444,268	53.9	13,679	20,103	.0226	.0233
JACKSON	**77.1**	**78.7**	**2.1**	**30.3**	**4.8**	**1,177,431**	**56.5**	**26,039**	**38,859**	**908,696**	**52.7**	**20,585**	**29,990**	**.0327**	**.0332**
Madison	77.1	78.7	2.1	30.3	4.8	1,177,431	56.5	26,039	38,859	908,696	52.7	20,585	29,990	.0327	.0332
JOHNSON CITY - KINGSPORT - BRISTOL	**449.0**	**460.0**	**2.4**	**173.2**	**4.2**	**6,486,345**	**52.2**	**25,637**	**37,450**	**3,571,256**	**50.5**	**14,276**	**20,619**	**.1644**	**.1647**
Carter	51.4	52.1	1.4	20.3	3.6	647,333	53.6	21,495	31,888	201,680	45.9	7,053	9,935	.0148	.0147
Hawkins	46.7	49.0	4.9	18.2	7.7	722,604	65.8	25,781	39,704	207,239	59.4	7,691	11,387	.0145	.0155

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
TENNESSEE (Johnson City, cont.)															
Sullivan	147.9	150.5	1.8	59.3	4.2	2,425,043	55.0	27,491	40,894	1,562,363	51.6	18,114	26,347	.0623	.0631
Unicoi	16.9	17.0	.6	6.5	1.6	232,795	53.5	23,703	35,815	56,484	43.7	6,143	8,690	.0049	.0049
Washington	92.9	96.0	3.3	36.0	5.9	1,257,212	47.1	25,145	34,923	857,814	48.8	16,951	23,828	.0354	.0348
Bristol city, Va.	18.5	18.1	-2.2	7.3	.0	248,222	38.1	24,625	34,003	332,470	54.3	29,510	45,544	.0094	.0093
Scott, Va.	25.1	25.1	.0	8.6	.0	337,003	49.8	26,161	39,186	158,196	46.0	12,602	18,395	.0084	.0081
Washington, Va.	49.6	52.2	5.2	17.0	3.0	616,133	43.9	25,952	36,243	195,010	45.2	8,139	11,471	.0147	.0143
KNOXVILLE	599.0	625.2	4.4	245.7	6.9	9,516,249	56.1	26,522	38,731	6,392,069	53.5	18,109	26,016	.2480	.2536
Anderson	70.5	72.8	3.3	28.5	5.6	1,286,520	58.5	30,055	45,141	598,566	54.3	14,369	21,002	.0287	.0296
Blount	83.2	87.4	5.0	33.6	7.7	1,273,357	55.9	26,174	37,898	808,555	54.5	16,771	24,064	.0327	.0335
Grainger	17.3	17.6	1.7	6.4	3.2	151,997	36.8	17,921	23,750	28,788	34.6	3,449	4,498	.0039	.0036
Jefferson	35.0	38.2	9.1	14.0	12.0	555,625	72.2	25,806	39,688	146,284	59.4	7,340	10,449	.0106	.0116
Knox	331.4	340.6	2.8	137.2	5.4	5,503,383	55.0	27,275	40,112	4,218,342	52.4	21,261	30,746	.1504	.1526
Sevier	48.9	55.1	12.7	20.8	14.9	630,533	56.7	22,238	30,314	563,103	60.1	19,435	27,072	.0187	.0199
Union	12.7	13.5	6.3	5.2	10.6	114,834	40.4	17,398	22,083	28,431	49.0	4,060	5,468	.0030	.0028
MEMPHIS	932.8	943.6	1.2	343.7	3.5	14,472,436	53.1	28,471	42,108	9,105,820	49.3	18,370	26,494	.3775	.3767
Shelby	787.0	790.1	.4	291.7	2.7	12,612,697	52.9	29,053	43,239	8,142,917	49.5	19,188	27,915	.3298	.3288
Tipton	35.0	36.6	4.6	12.7	7.6	409,446	51.1	22,959	32,240	145,644	43.3	8,614	11,468	.0100	.0098
Crittenden, Ark.	49.9	49.9	.0	17.0	3.0	517,081	39.0	22,540	30,417	538,982	42.8	22,872	31,705	.0188	.0178
De Soto, Miss.	60.9	67.0	10.0	22.3	12.1	933,212	65.4	28,353	41,848	278,277	59.8	8,750	12,479	.0189	.0203
NASHVILLE	910.7	959.8	5.4	362.2	7.5	17,011,300	61.0	31,366	46,967	8,762,603	54.1	16,883	24,193	.3865	.4030
Cheatham	25.9	29.6	14.3	10.1	17.4	359,847	60.0	26,153	35,628	100,488	63.5	7,145	9,949	.0074	.0080
Davidson	482.5	484.5	.4	195.1	2.8	9,251,600	54.5	31,556	47,420	6,062,130	50.3	21,253	31,072	.2337	.2349
Dickson	33.3	36.0	8.1	13.3	10.8	524,062	65.3	26,416	39,403	226,494	59.7	11,821	17,030	.0116	.0123
Robertson	40.2	42.7	6.2	15.0	7.9	598,970	60.9	26,774	39,931	204,761	54.5	9,535	13,651	.0128	.0135
Rutherford	97.0	107.8	11.1	38.5	14.2	1,959,525	76.7	32,912	50,897	766,553	68.4	13,511	19,910	.0377	.0427
Sumner	96.3	105.1	9.1	36.8	12.2	1,681,712	66.5	30,791	45,699	563,141	63.0	10,533	15,303	.0334	.0363
Williamson	71.1	82.7	16.3	28.0	18.6	1,539,824	74.9	37,309	54,994	490,307	64.2	12,649	17,511	.0280	.0317
Wilson	64.4	71.4	10.9	25.4	13.4	1,095,760	65.8	29,513	43,140	348,729	60.4	9,703	13,729	.0219	.0236
TOTAL METRO COUNTIES	3,175.9	3,270.7	3.0	1,240.7	5.3	52,068,645	55.7	28,397	41,967	30,957,835	51.5	17,348	24,952	1.3003	1.3195
TOTAL STATE	4,793.2	4,941.0	3.1	1,862.0	5.5	72,712,243	55.2	26,550	39,051	40,317,978	51.3	15,100	21,653	1.8077	1.8305
TEXAS															
ABILENE	121.1	130.4	7.7	47.5	10.2	1,935,997	51.8	29,591	40,758	1,719,234	54.3	25,853	36,194	.0569	.0579
Taylor	121.1	130.4	7.7	47.5	10.2	1,935,997	51.8	29,591	40,758	1,719,234	54.3	25,853	36,194	.0569	.0579
AMARILLO	196.6	217.1	10.4	84.0	12.6	3,622,160	54.0	31,528	43,121	1,997,121	45.0	18,460	23,775	.0880	.0889
Potter	106.6	113.8	6.8	44.8	8.5	1,468,708	40.7	25,273	32,784	1,424,625	43.8	23,980	31,800	.0488	.0469
Randall	90.0	103.3	14.8	39.2	17.7	2,153,452	64.6	39,285	54,935	572,496	48.0	11,614	14,604	.0392	.0420
AUSTIN	690.1	833.9	20.8	324.3	23.8	15,288,943	75.5	33,259	47,144	7,202,736	62.7	16,902	22,210	.3079	.3504
Hays	51.0	60.0	17.6	19.7	21.6	847,834	73.3	30,198	43,037	324,248	56.9	12,761	16,459	.0173	.0194
Travis	529.8	633.9	19.6	258.4	23.2	12,231,214	74.9	33,327	47,334	6,193,515	62.4	18,182	23,969	.2508	.2839
Williamson	109.3	140.0	28.1	46.2	28.3	2,209,895	79.3	34,240	47,833	684,973	68.3	11,305	14,826	.0398	.0471
BEAUMONT - PORT ARTHUR	394.7	409.5	3.7	148.4	5.5	6,737,223	46.0	32,807	45,399	3,360,155	40.0	17,057	22,643	.1669	.1600
Hardin	46.7	51.9	11.1	17.5	11.5	695,735	48.2	29,900	39,756	241,491	36.4	11,279	13,799	.0161	.0157
Jefferson	257.9	262.5	1.8	97.7	3.7	4,464,053	44.2	32,872	45,691	2,424,309	38.2	18,625	24,814	.1145	.1083
Orange	90.1	95.1	5.5	33.2	7.8	1,577,435	50.2	34,091	47,513	694,355	48.3	15,205	20,914	.0363	.0360
BRAZORIA	204.6	236.4	15.5	78.2	17.4	4,257,293	63.3	39,147	54,441	1,430,814	52.5	14,090	18,297	.0837	.0897
Brazoria	204.6	236.4	15.5	78.2	17.4	4,257,293	63.3	39,147	54,441	1,430,814	52.5	14,090	18,297	.0837	.0897
BROWNSVILLE - HARLINGEN	242.5	271.0	11.8	78.2	13.3	2,630,841	56.9	24,305	33,642	2,132,381	59.0	19,431	27,268	.0790	.0833
Cameron	242.5	271.0	11.8	78.2	13.3	2,630,841	56.9	24,305	33,642	2,132,381	59.0	19,431	27,268	.0790	.0833
BRYAN - COLLEGE STATION	112.7	129.6	15.0	48.4	19.2	2,206,924	73.7	31,301	45,598	1,237,774	67.3	18,227	25,574	.0480	.0542
Brazos	112.7	129.6	15.0	48.4	19.2	2,206,924	73.7	31,301	45,598	1,237,774	67.3	18,227	25,574	.0480	.0542
CORPUS CHRISTI	363.4	394.5	8.6	131.7	10.7	5,542,709	51.6	30,722	42,086	3,304,815	47.2	18,861	25,094	.1438	.1442
Nueces	299.1	324.9	8.6	109.8	10.8	4,734,088	53.3	31,161	43,116	2,920,175	48.2	19,880	26,595	.1224	.1236
San Patricio	64.3	69.6	8.2	21.9	10.1	808,621	42.4	28,534	36,923	384,640	40.2	13,785	17,563	.0214	.0206

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
TEXAS (cont.)															
DALLAS	**2,296.0**	**2,610.6**	**13.7**	**993.9**	**15.8**	**51,910,100**	**63.2**	**37,069**	**52,229**	**25,354,960**	**55.0**	**19,067**	**25,511**	**1.1108**	**1.1852**
Collin	198.5	249.2	25.5	81.9	27.0	5,380,510	83.3	45,504	65,696	2,052,706	81.9	17,492	25,064	0932	.1129
Dallas	1,764.4	1,956.0	10.9	770.8	13.6	39,033,058	58.7	36,246	50,640	20,945,765	52.4	20,254	27,174	.8815	.9176
Denton	191.2	237.4	24.2	84.6	26.5	4,909,062	81.4	40,451	58,027	1,406,008	61.3	13,031	16,619	.0830	.0971
Ellis	71.3	82.1	15.1	27.3	14.7	1,198,970	60.5	31,381	43,918	455,194	55.5	12,302	16,674	.0257	.0273
Kaufman	48.4	56.8	17.4	19.0	15.9	798,224	61.1	30,218	42,012	349,728	49.9	14,228	18,407	.0179	.0189
Rockwall	22.2	29.1	31.1	10.3	32.1	590,276	81.7	41,653	57,308	145,559	64.6	11,339	14,132	.0095	.0114
DALLAS - FORT WORTH CONSOLIDATED AREA	*3,471.5*	*3,973.3*	*14.5*	*1,506.0*	*16.8*	*77,029,050*	*64.2*	*36,369*	*51,148*	*37,327,561*	*55.2*	*18,645*	*24,786*	*1.6434*	*1.7621*
EL PASO	**545.5**	**604.4**	**10.8**	**182.5**	**12.5**	**7,106,777**	**55.8**	**28,130**	**38,941**	**3,642,753**	**47.7**	**15,205**	**19,960**	**.1797**	**.1841**
El Paso	545.5	604.4	10.8	182.5	12.5	7,106,777	55.8	28,130	38,941	3,642,753	47.7	15,205	19,960	.1797	.1841
FORT WORTH - ARLINGTON	**1,175.5**	**1,362.7**	**15.9**	**512.1**	**18.6**	**25,118,950**	**66.3**	**34,980**	**49,051**	**11,972,601**	**55.7**	**17,807**	**23,379**	**.5326**	**.5769**
Johnson	90.0	110.1	22.3	38.3	23.2	1,688,242	70.7	31,805	44,079	656,530	65.0	12,791	17,142	.0338	.0380
Parker	55.6	65.7	18.2	23.8	20.2	1,069,151	68.1	32,131	44,922	343,057	51.1	11,464	14,414	.0209	.0227
Tarrant	1,029.9	1,186.9	15.2	450.0	18.2	22,361,557	65.9	35,387	49,692	10,973,014	55.4	18,547	24,384	.4779	.5162
GALVESTON - TEXAS CITY	**218.1**	**238.1**	**9.2**	**87.7**	**11.3**	**4,120,641**	**53.8**	**34,007**	**46,986**	**1,984,374**	**52.5**	**16,510**	**22,627**	**.0940**	**.0961**
Galveston	218.1	238.1	9.2	87.7	11.3	4,120,641	53.8	34,007	46,986	1,984,374	52.5	16,510	22,627	.0940	.0961
HOUSTON	**3,211.0**	**3,637.0**	**13.3**	**1,351.2**	**15.6**	**66,960,793**	**56.8**	**36,532**	**49,557**	**31,822,760**	**47.0**	**18,517**	**23,551**	**1.4943**	**1.5375**
Fort Bend	196.8	258.9	31.6	83.8	35.4	4,885,891	85.5	42,546	58,304	995,107	68.4	9,548	11,875	.0761	.0927
Harris	2,755.4	3,060.9	11.1	1,162.2	13.8	57,382,998	54.3	36,392	49,374	28,903,688	45.7	19,420	24,870	1.3193	1.3364
Liberty	57.1	66.1	15.8	23.3	17.1	955,967	61.7	29,710	41,029	488,824	56.0	15,749	20,980	.0220	.0236
Montgomery	177.9	224.0	25.9	73.9	26.8	3,377,672	63.4	35,447	45,706	960,616	52.6	10,800	12,999	.0652	.0715
Waller	23.8	27.1	13.9	8.0	14.3	358,265	58.4	32,307	44,783	474,525	77.9	38,115	59,316	.0117	.0133
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	*3,633.7*	*4,111.5*	*13.1*	*1,517.1*	*15.4*	*75,338,727*	*57.0*	*36,513*	*49,660*	*35,237,948*	*47.5*	*18,172*	*23,227*	*1.6720*	*1.7233*
KILLEEN - TEMPLE	**234.0**	**252.9**	**8.1**	**82.3**	**9.7**	**3,594,830**	**56.2**	**30,691**	**43,680**	**1,630,241**	**51.9**	**14,308**	**19,809**	**.0839**	**.0859**
Bell	170.0	183.2	7.8	63.6	8.7	2,455,274	50.8	27,827	38,605	1,452,534	52.0	16,330	22,839	.0638	.0644
Coryell	64.0	69.7	8.9	18.7	13.3	1,139,556	69.1	40,844	60,939	177,707	50.9	7,137	9,503	.0201	.0215
LAREDO	**118.5**	**135.9**	**14.7**	**36.5**	**16.2**	**1,094,401**	**54.2**	**22,609**	**29,984**	**1,716,300**	**76.7**	**30,936**	**47,022**	**.0433**	**.0484**
Webb	118.5	135.9	14.7	36.5	16.2	1,094,401	54.2	22,609	29,984	1,716,300	76.7	30,936	47,022	.0433	.0484
LONGVIEW - MARSHALL	**171.5**	**188.8**	**10.1**	**68.7**	**11.0**	**2,983,164**	**55.8**	**30,929**	**43,423**	**1,904,975**	**49.8**	**20,548**	**27,729**	**.0758**	**.0775**
Gregg	113.9	126.7	11.2	47.1	12.7	2,070,272	57.3	31,495	43,955	1,491,948	49.9	23,808	31,676	.0544	.0558

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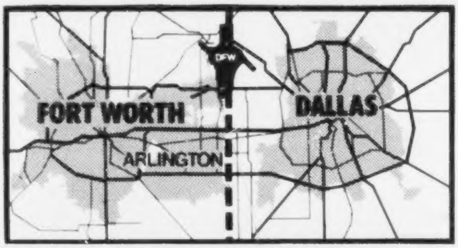

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TEXAS (Longview, cont.)															
Harrison	57.6	62.1	7.8	21.6	7.5	912,892	52.6	29,753	42,264	413,027	49.3	13,766	19,122	0214	0217
LUBBOCK	221.6	230.9	4.2	83.9	6.9	3,282,907	42.3	29,386	39,129	2,138,828	40.0	19,458	25,493	0925	0879
Lubbock	221.6	230.9	4.2	83.9	6.9	3,282,907	42.3	29,386	39,129	2,138,828	40.0	19,458	25,493	0925	0879
McALLEN - EDINBURG - MISSION	345.9	402.1	16.2	110.9	17.7	3,458,475	60.4	22,893	31,186	2,450,743	52.0	17,121	22,099	1019	1080
Hidalgo	345.9	402.1	16.2	110.9	17.7	3,458,475	60.4	22,893	31,186	2,450,743	52.0	17,121	22,099	1019	1080
MIDLAND	112.3	139.7	24.4	52.3	27.6	3,065,453	78.6	41,857	58,613	2,031,580	80.0	27,523	38,845	0642	0765
Midland	112.3	139.7	24.4	52.3	27.6	3,065,453	78.6	41,857	58,613	2,031,580	80.0	27,523	38,845	0642	0765
ODESSA	140.1	162.0	15.6	60.1	18.3	2,855,425	64.5	34,164	47,511	2,290,055	66.4	27,090	38,104	0723	0794
Ector	140.1	162.0	15.6	60.1	18.3	2,855,425	64.5	34,164	47,511	2,290,055	66.4	27,090	38,104	0723	0794
SAN ANGELO	96.4	106.4	10.4	39.5	12.9	1,750,329	59.7	31,307	44,312	1,109,785	56.3	20,287	28,096	0429	0450
Tom Green	96.4	106.4	10.4	39.5	12.9	1,750,329	59.7	31,307	44,312	1,109,785	56.3	20,287	28,096	0429	0450
SAN ANTONIO	1,209.2	1,332.6	10.2	459.4	13.0	19,959,458	59.1	30,873	43,447	10,202,282	51.7	16,544	22,208	4692	4881
Bexar	1,106.9	1,213.4	9.6	416.5	12.5	18,037,423	58.2	30,800	43,307	9,646,422	51.8	17,162	23,161	4321	4480
Comal	46.2	54.8	18.6	20.2	20.2	962,206	70.7	33,562	47,634	286,912	52.4	11,203	14,204	0180	0198
Guadalupe	56.1	64.4	14.8	22.7	17.0	959,829	65.3	29,930	42,283	268,948	48.0	9,369	11,848	0191	0203
SHERMAN - DENISON	96.5	102.1	5.8	39.6	7.0	1,690,321	50.9	30,277	42,685	808,029	42.1	15,372	20,405	.0402	0397
Grayson	96.5	102.1	5.8	39.6	7.0	1,690,321	50.9	30,277	42,685	808,029	42.1	15,372	20,405	.0402	0397
TEXARKANA	120.7	126.2	4.6	47.0	6.3	1,629,755	45.5	25,345	34,676	1,064,580	46.8	16,410	22,651	.0456	0446
Bowie	81.4	86.1	5.8	32.3	7.7	1,068,259	41.6	25,147	33,073	797,617	47.4	18,035	24,694	0319	0309
Miller, Ark	*39.3*	*40.1*	*2.0*	*14.7*	*3.5*	*561,496*	*53.5*	*25,763*	*38,197*	*266,963*	*44.9*	*12,976*	*18,161*	*0137*	*0137*
TYLER	151.9	173.2	14.0	64.4	16.2	3,020,298	65.0	33,039	46,899	1,398,433	49.3	16,902	21,715	.0654	0695
Smith	151.9	173.2	14.0	64.4	16.2	3,020,298	65.0	33,039	46,899	1,398,433	49.3	16,902	21,715	0654	0695
VICTORIA	77.7	85.7	10.3	29.9	12.8	1,326,115	55.6	32,159	44,352	853,894	48.3	21,728	28,558	0341	.0347
Victoria	77.7	85.7	10.3	29.9	12.8	1,326,115	55.6	32,159	44,352	853,894	48.3	21,728	28,558	0341	0347
WACO	187.7	202.8	8.0	75.5	9.6	2,916,621	52.9	27,689	38,631	1,601,592	44.6	16,072	21,213	0734	0736
McLennan	187.7	202.8	8.0	75.5	9.6	2,916,621	52.9	27,689	38,631	1,601,592	44.6	16,072	21,213	0734	0736
WICHITA FALLS	124.8	127.4	2.1	47.1	4.2	1,969,269	43.9	30,285	41,810	1,321,636	45.2	20,136	28,060	.0543	0524
Wichita	124.8	127.4	2.1	47.1	4.2	1,969,269	43.9	30,285	41,810	1,321,636	45.2	20,136	28,060	0543	0524
TOTAL METRO COUNTIES	13,141.3	14,803.8	12.7	5,350.5	15.0	251,474,676	59.8	33,818	47,000	129,418,468	52.1	18,286	24,188	5.7309	6.0059
TOTAL STATE	16,408.7	18,361.3	11.9	6,622.6	14.0	297,169,797	58.3	32,303	44,872	150,368,357	50.9	17,152	22,705	6.8568	7.1294
UTAH															
PROVO - OREM	255.9	286.6	12.0	76.9	11.9	2,526,532	47.8	24,881	32,855	1,173,404	36.5	12,512	15,259	.0702	.0695
Utah	255.9	286.6	12.0	76.9	11.9	2,526,532	47.8	24,881	32,855	1,173,404	36.5	12,512	15,259	.0702	.0695
SALT LAKE CITY - OGDEN	1,044.2	1,159.4	11.0	377.1	12.1	16,404,571	63.5	29,840	43,502	7,978,501	54.1	15,399	21,158	.3771	.4005
Davis	176.0	202.3	14.9	57.1	16.5	2,415,427	61.7	30,477	42,302	1,131,978	63.8	14,108	19,824	0561	0609
Salt Lake	707.9	784.5	10.8	261.1	11.9	11,650,156	65.1	30,233	44,620	5,557,979	52.7	15,592	21,287	2630	2799
Weber	160.3	172.6	7.7	58.9	9.3	2,338,988	57.5	27,559	39,711	1,288,544	51.9	15,741	21,877	0580	0597
TOTAL METRO COUNTIES	1,300.1	1,446.0	11.2	454.0	12.1	18,931,103	61.2	28,999	41,698	9,151,905	51.6	14,910	20,158	.4473	4700
TOTAL STATE	1,698.8	1,900.5	11.9	589.7	12.3	24,102,781	61.5	28,417	40,873	11,803,728	52.5	14,741	20,016	.5739	.6050
VERMONT															
BURLINGTON	127.8	134.4	5.2	49.0	7.7	2,306,616	56.4	32,408	47,074	1,520,666	54.9	21,576	31,034	.0579	.0599
Chittenden	122.8	129.0	5.0	47.3	8.0	2,240,304	56.8	32,620	47,364	1,507,256	55.2	22,177	31,866	.0565	.0584
Grand Isle	5.0	5.4	8.0	1.7	.0	66,312	44.8	26,934	39,007	13,410	29.5	6,092	7,888	.0014	.0015
TOTAL METRO COUNTIES	127.8	134.4	5.2	49.0	7.7	2,306,616	56.4	32,408	47,074	1,520,666	54.9	21,576	31,034	.0579	.0599
TOTAL STATE	537.8	559.4	4.0	211.3	6.6	8,202,839	52.0	27,235	38,821	5,492,286	51.8	18,259	25,993	.2189	.2204
VIRGINIA															
CHARLOTTESVILLE	121.6	129.1	6.2	49.4	8.6	2,240,290	53.9	31,995	45,350	1,285,332	52.3	18,548	26,019	.0543	.0552
Albemarle	61.1	65.9	7.9	25.1	11.1	1,356,537	59.5	37,621	54,045	414,353	58.7	11,550	16,508	.0258	.0272
Charlottesville city	40.6	41.6	2.5	16.7	3.7	571,796	39.2	25,519	34,239	799,640	48.6	33,430	47,883	.0222	.0216
Fluvanna	11.1	11.9	7.2	4.3	10.3	166,903	56.5	27,339	38,815	38,263	56.7	6,262	8,898	.0035	.0035
Greene	8.8	9.7	10.2	3.3	13.8	145,054	64.7	30,375	43,956	33,076	63.2	6,987	10,023	.0028	.0029
DANVILLE	112.8	113.7	.8	40.7	1.0	1,557,758	42.6	27,110	38,274	666,923	40.5	11,782	16,386	.0390	.0370
Danville city	44.6	43.7	−2.0	16.9	−1.7	622,954	37.2	26,395	36,861	[illegible],032	38.5	20,782	29,292	.0194	.0179
Pittsylvania	68.2	70.0	2.6	23.8	3.0	934,804	46.4	27,642	39,277	171,891	46.5	5,081	7,222	.0196	.0191
LYNCHBURG	145.3	148.7	2.3	51.0	3.0	2,238,905	46.1	30,964	43,900	1,238,783	45.6	17,184	24,290	.0578	.0561
Amherst	30.6	31.9	4.2	10.2	5.2	423,332	47.5	29,589	41,503	170,673	46.5	11,846	16,733	.0102	.0100
Campbell	48.2	50.7	5.2	15.9	3.2	727,508	47.9	31,942	45,755	181,558	47.4	8,000	11,419	.0154	.0152
Lynchburg city	66.5	66.1	−.6	24.9	2.0	1,088,065	44.3	30,894	43,697	886,552	44.7	25,103	35,604	.0322	.0309
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	1,288.4	1,379.6	7.1	469.4	8.6	21,854,448	54.3	32,770	46,558	11,294,022	53.5	17,031	24,061	.5178	.5300
Chesapeake city	132.1	148.0	12.0	48.9	14.0	2,193,076	59.0	32,157	44,848	931,674	60.6	13,527	19,053	.0482	.0510
Gloucester	26.2	31.7	21.0	11.2	20.4	416,617	65.0	27,145	37,198	176,496	61.4	11,755	15,759	.0090	.0100
Hampton city	126.1	128.7	2.1	45.7	4.6	2,122,947	48.5	32,710	46,454	1,523,149	48.6	23,452	33,329	.0579	.0573
James City	24.9	27.1	8.8	9.6	11.6	497,191	59.3	36,289	51,791	172,721	59.0	12,629	17,992	.0099	.0105
Newport News city	152.6	157.6	3.3	57.1	4.6	2,259,155	44.1	28,708	39,565	1,303,281	46.5	16,299	22,825	.0598	.0579
Norfolk city	283.1	275.5	−2.7	92.0	−1.1	4,013,978	40.3	30,757	43,630	2,376,538	40.5	18,187	25,832	.1110	.1035
Poquoson city	10.2	11.4	11.8	3.7	15.6	189,071	60.6	36,783	51,100	46,087	62.6	8,860	12,456	.0035	.0038
Portsmouth city	105.2	104.8	−.4	36.8	.0	1,534,844	43.0	29,173	41,708	775,097	42.6	14,772	21,062	.0396	.0376
Suffolk city	49.2	50.7	3.0	16.8	3.1	740,298	48.0	30,678	44,065	475,251	47.3	19,793	28,289	.0198	.0195
Virginia Beach city	326.6	385.6	18.1	129.9	20.4	6,909,729	70.4	37,591	53,193	2,840,259	70.3	15,460	21,865	.1355	.1531
Williamsburg city	10.9	11.6	6.4	3.7	12.1	191,522	58.8	36,540	51,763	495,170	76.5	84,991	133,830	.0091	.0102

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/85 Total Pop (Thous.)	POPULATION 12/31/90 Total Pop (Thous.)	POPULATION % Change 1985–1990	POPULATION 12/31/90 Total House-holds (Thous.)	POPULATION % Change 1985–1990	EFFECTIVE BUYING INCOME 1990 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1985–1990	EFFECTIVE BUYING INCOME Average Household EBI 1985	EFFECTIVE BUYING INCOME Average Household EBI 1990	RETAIL SALES 1990 Total Retail Sales ($000)	RETAIL SALES % Change 1985–1990	RETAIL SALES Retail Sales Per Household 1985	RETAIL SALES Retail Sales Per Household 1990	BUYING POWER INDEX 1985	BUYING POWER INDEX 1990
VIRGINIA (Norfolk, cont.)															
York	41.3	46.9	13.6	14.0	12.0	786,020	60.3	39,229	56,144	178,299	59.8	8,927	12,736	.0145	.0156
RICHMOND - PETERSBURG	**813.0**	**858.2**	**5.6**	**307.9**	**6.2**	**14,746,803**	**50.7**	**33,752**	**47,895**	**7,808,329**	**51.0**	**17,835**	**25,360**	**.3535**	**.3546**
Charles City	7.0	7.2	2.9	2.0	.0	78,016	37.3	28,420	39,008	2,359	24.5	948	1,180	.0016	.0015
Chesterfield	169.2	194.6	15.0	63.0	15.0	3,606,100	62.3	40,556	57,240	1,504,020	62.9	16,850	23,873	.0736	.0796
Colonial Heights city	17.4	18.1	4.0	6.0	0	239,057	29.3	30,809	39,843	116,105	35.8	14,246	19,351	.0065	.0059
Dinwiddie	22.0	21.6	–1.8	5.6	–6.7	258,241	33.5	32,247	46,114	38,522	33.1	4,824	6,879	.0059	.0053
Goochland	13.0	14.0	7.7	4.6	12.2	254,617	62.7	38,177	55,352	47,462	61.1	7,186	10,318	.0046	.0048
Hanover	56.5	61.7	9.2	19.7	8.2	1,072,078	54.4	38,159	54,420	463,165	54.2	16,509	23,511	.0235	.0241
Henrico	195.8	209.2	6.8	80.3	8.8	4,207,739	54.5	36,895	52,400	2,279,173	54.6	19,971	28,383	.0965	.0992
Hopewell city	23.5	23.5	0	8.7	0	383,365	43.7	30,658	44,065	176,673	43.0	14,204	20,307	.0095	.0091
New Kent	10.4	11.9	14.4	4.1	13.9	187,366	60.6	32,409	45,699	31,230	50.9	5,747	7,617	.0034	.0038
Petersburg city	40.9	40.8	–.2	15.6	2.6	509,341	37.2	24,423	32,650	511,856	56.7	21,496	32,811	.0171	.0166
Powhatan	15.0	16.7	11.3	4.6	12.2	226,161	59.4	34,603	49,165	41,318	59.5	6,319	8,982	.0043	.0046
Prince George	25.6	24.9	–2.7	5.6	–8.2	289,788	29.4	36,725	51,748	94,294	30.0	11,894	16,838	.0077	.0067
Richmond city	216.7	214.0	–1.2	88.1	.9	3,434,934	41.2	27,866	38,989	2,502,152	42.4	20,132	28,401	.0993	.0934
ROANOKE	**226.6**	**231.4**	**2.1**	**86.2**	**2.0**	**3,574,553**	**41.9**	**29,818**	**41,468**	**1,962,240**	**41.4**	**16,420**	**22,764**	**.0936**	**.0890**
Botetourt	25.1	26.7	6.4	9.1	5.8	338,495	41.3	27,862	37,197	89,545	45.9	7,135	9,840	.0076	.0074
Roanoke	78.1	82.2	5.2	26.5	2.7	1,320,087	43.7	35,608	49,815	429,629	44.9	11,493	16,212	.0292	.0284
Roanoke city	98.6	97.4	–1.2	41.9	1.2	1,533,352	41.1	26,250	36,596	1,201,761	42.5	20,366	28,682	.0457	.0432
Salem city	24.8	25.1	1.2	8.7	.0	382,619	39.3	31,563	43,979	241,305	29.4	21,434	27,736	.0111	.0100
TOTAL METRO COUNTIES	**4,104.5**	**4,397.9**	**7.1**	**1,574.7**	**8.2**	**84,340,114**	**55.0**	**37,389**	**53,559**	**41,101,844**	**54.4**	**18,292**	**26,101**	**1.8843**	**1.9370**
TOTAL STATE	**5,785.0**	**6,143.1**	**6.2**	**2,167.6**	**7.0**	**106,577,257**	**52.8**	**34,426**	**49,168**	**51,717,641**	**53.4**	**16,643**	**23,859**	**2.4511**	**2.4900**
WASHINGTON															
BELLINGHAM	**114.9**	**121.8**	**6.0**	**47.8**	**8.6**	**1,743,281**	**48.4**	**26,706**	**36,470**	**920,625**	**44.1**	**14,521**	**19,260**	**.0442**	**.0436**
Whatcom	114.9	121.8	6.0	47.8	8.6	1,743,281	48.4	26,706	36,470	920,625	44.1	14,521	19,260	.0442	.0436
BREMERTON	**170.4**	**188.4**	**10.6**	**70.8**	**13.8**	**3,064,722**	**60.6**	**30,675**	**43,287**	**1,080,173**	**54.9**	**11,214**	**15,257**	**.0632**	**.0667**
Kitsap	170.4	188.4	10.6	70.8	13.8	3,064,722	60.6	30,675	43,287	1,080,173	54.9	11,214	15,257	.0632	.0667
OLYMPIA	**143.1**	**159.0**	**11.1**	**63.2**	**13.9**	**2,669,479**	**62.7**	**29,562**	**42,239**	**1,242,829**	**62.3**	**13,796**	**19,665**	**.0576**	**.0621**
Thurston	143.1	159.0	11.1	63.2	13.9	2,669,479	62.7	29,562	42,239	1,242,829	62.3	13,796	19,665	.0576	.0621
RICHLAND - KENNEWICK - PASCO	**143.9**	**144.8**	**.6**	**51.7**	**.8**	**2,722,510**	**49.0**	**35,617**	**52,660**	**1,160,619**	**46.5**	**15,448**	**22,449**	**.0617**	**.0603**
Benton	107.4	107.3	–.1	38.2	–.3	2,126,391	48.2	37,465	55,665	799,282	45.0	14,304	20,924	.0465	.0451
Franklin	36.5	37.5	2.7	13.5	3.8	596,119	52.0	30,174	44,157	361,337	49.8	18,554	26,766	.0152	.0152

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S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	EFFECTIVE BUYING INCOME 1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	RETAIL SALES 1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	BUYING POWER INDEX 1985	BUYING POWER INDEX 1990
WASHINGTON (cont.)															
SEATTLE	**1,719.7**	**1,819.0**	**5.8**	**743.1**	**8.3**	**39,200,759**	**59.8**	**35,754**	**52,753**	**17,562,519**	**54.0**	**16,618**	**23,634**	**.8259**	**.8601**
King	1,341.5	1,405.0	4.7	583.6	7.3	31,279,180	58.6	36,257	53,597	14,372,705	53.1	17,258	24,628	.6653	.6877
Snohomish	378.2	414.0	9.5	159.5	12.2	7,921,579	64.7	33,832	49,665	3,189,814	58.3	14,168	19,999	.1606	.1724
SEATTLE - TACOMA CONSOLIDATED AREA	***2,241.6***	***2,372.9***	***5.9***	***957.7***	***8.4***	***46,393,882***	***56.0***	***33,669***	***48,443***	***21,554,568***	***52.6***	***15,992***	***22,507***	***1.0206***	***1.0464***
SPOKANE	**357.9**	**371.0**	**3.7**	**148.6**	**6.2**	**4,864,409**	**38.4**	**25,120**	**32,735**	**2,944,907**	**44.1**	**14,612**	**19,818**	**.1365**	**.1292**
Spokane	357.9	371.0	3.7	148.6	6.2	4,864,409	38.4	25,120	32,735	2,944,907	44.1	14,612	19,818	.1365	.1292
TACOMA	**521.9**	**553.9**	**6.1**	**214.6**	**8.9**	**7,193,123**	**38.2**	**26,409**	**33,519**	**3,992,049**	**46.6**	**13,815**	**18,602**	**.1947**	**.1863**
Pierce	521.9	553.9	6.1	214.6	8.9	7,193,123	38.2	26,409	33,519	3,992,049	46.6	13,815	18,602	.1947	.1863
VANCOUVER	**211.7**	**228.2**	**7.8**	**86.9**	**10.4**	**3,674,421**	**57.0**	**29,741**	**42,283**	**1,250,105**	**50.8**	**10,533**	**14,386**	**.0772**	**.0794**

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S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI -1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
WASHINGTON (Vancouver, cont.)															
Clark	211.7	228.2	7.8	86.9	10.4	3,674,421	57.0	29,741	42,283	1,250,105	50.8	10,533	14,386	.0772	.0794
YAKIMA	**181.7**	**189.6**	**4.3**	**71.5**	**6.7**	**2,368,165**	**43.1**	**24,700**	**33,121**	**1,240,030**	**39.5**	**13,265**	**17,343**	**.0638**	**.0610**
Yakima	181.7	189.6	4.3	71.5	6.7	2,368,165	43.1	24,700	33,121	1,240,030	39.5	13,265	17,343	.0638	.0610
TOTAL METRO COUNTIES	**3,565.2**	**3,7[illegible]5.7**	**5.9**	**1,498.2**	**8.4**	**67,500,869**	**54.1**	**31,696**	**45,055**	**31,393,856**	**51.1**	**15,039**	**20,954**	**1.5248**	**1.5487**
TOTAL STATE	**4,416.7**	**4,659.6**	**5.5**	**1,846.0**	**8.0**	**80,385,618**	**53.2**	**30,707**	**43,546**	**36,967,486**	**49.9**	**14,433**	**20,026**	**1.8340**	**1.8511**
WEST VIRGINIA															
CHARLESTON	**268.7**	**266.1**	**-1.0**	**106.4**	**1.1**	**4,720,724**	**58.1**	**28,389**	**44,368**	**2,392,028**	**47.9**	**15,375**	**22,481**	**.1104**	**.1112**
Kanawha	225.3	218.4	-3.1	88.9	-.9	4,022,683	56.4	28,676	45,250	2,134,939	46.7	16,219	24,015	.0959	.0956
Putnam	43.4	47.7	9.9	17.5	12.9	698,041	68.5	26,727	39,888	257,089	58.2	10,486	14,691	.0145	.0156
HUNTINGTON - ASHLAND	**339.8**	**340.9**	**.3**	**128.4**	**2.6**	**4,367,009**	**44.0**	**24,237**	**34,011**	**2,425,424**	**41.9**	**13,668**	**18,890**	**.1191**	**.1136**
Cabell	105.4	103.6	-1.7	42.1	.7	1,400,066	42.7	23,475	33,256	1,303,515	45.2	21,473	30,962	.0457	.0435
Wayne	47.5	48.3	1.7	17.6	4.1	630,858	59.5	23,405	35,844	187,671	48.2	7,494	10,663	.0137	.0140
Boyd, Ky.	*55.2*	*54.5*	*-1.3*	*20.8*	*1.5*	*707,968*	*33.0*	*25,962*	*34,037*	*479,096*	*38.7*	*16,847*	*23,033*	*.0215*	*.0197*
Carter, Ky.	*28.3*	*27.1*	*3.0*	*9.3*	*5.7*	*284,196*	*53.9*	*20,989*	*30,559*	*118,973*	*38.1*	*9,789*	*12,793*	*.0073*	*.0072*
Greenup, Ky.	*40.4*	*41.4*	*2.5*	*14.1*	*3.7*	*405,805*	*24.2*	*24,029*	*28,780*	*105,438*	*27.1*	*6,100*	*7,478*	*.0109*	*.0095*
Lawrence, Ohio	*65.0*	*66.0*	*1.5*	*24.5*	*4.3*	*938,116*	*53.4*	*26,024*	*38,290*	*230,731*	*34.9*	*7,280*	*9,418*	*.0200*	*.0197*
PARKERSBURG - MARIETTA	**159.0**	**159.0**	**.0**	**60.4**	**2.0**	**2,368,785**	**50.3**	**26,622**	**39,218**	**1,307,716**	**44.5**	**15,292**	**21,651**	**.0608**	**.0594**
Wood	93.0	91.8	-1.3	35.9	.8	1,418,654	52.4	26,142	39,517	816,095	42.7	16,063	22,732	.0367	.0358
Washington, Ohio	*66.0*	*67.2*	*1.8*	*24.5*	*3.8*	*950,131*	*47.2*	*27,344*	*38,781*	*491,621*	*47.4*	*14,129*	*20,066*	*.0241*	*.0236*
STEUBENVILLE - WEIRTON	**156.5**	**149.9**	**-4.2**	**56.7**	**-2.6**	**1,924,673**	**25.3**	**26,403**	**33,945**	**880,807**	**28.6**	**11,768**	**15,535**	**.0552**	**.0472**
Brooke	29.6	28.0	-5.4	10.2	-4.7	334,257	24.9	25,011	32,770	139,156	30.3	9,982	13,643	.0094	.0081
Hancock	39.6	38.6	-2.5	14.9	.0	491,972	27.4	25,914	33,018	245,503	34.9	12,215	16,477	.0142	.0124
Jefferson, Ohio	*87.3*	*83.3*	*-4.6*	*31.6*	*-3.1*	*1,098,444*	*24.4*	*27,084*	*34,761*	*496,148*	*25.3*	*12,150*	*15,701*	*.0316*	*.0267*
WHEELING	**181.9**	**178.1**	**-2.1**	**69.8**	**.0**	**2,619,162**	**43.9**	**26,084**	**37,524**	**1,402,693**	**39.7**	**14,386**	**20,096**	**.0691**	**.0651**
Marshall	41.1	40.5	-1.5	15.1	.0	619,865	53.6	26,723	41,051	196,670	34.2	9,702	13,025	.0138	.0133
Ohio	58.7	56.2	-4.3	22.6	-2.2	870,545	46.4	25,747	38,520	487,722	40.2	15,057	21,581	.0229	.0217
Belmont, Ohio	*82.1*	*81.4*	*-.9*	*32.1*	*1.6*	*1,128,752*	*37.3*	*26,025*	*35,164*	*718,301*	*40.9*	*16,133*	*22,377*	*.0324*	*.0301*
TOTAL METRO COUNTIES	**711.4**	**701.3**	**-1.4**	**275.4**	**.7**	**10,816,224**	**50.9**	**26,213**	**39,275**	**5,852,944**	**44.3**	**14,830**	**21,253**	**.2744**	**.2673**
TOTAL STATE	**1,967.9**	**1,971.9**	**.2**	**748.5**	**2.4**	**26,670,867**	**52.4**	**23,947**	**35,632**	**13,540,280**	**45.3**	**12,750**	**18,090**	**.6761**	**.6660**

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
WISCONSIN															
APPLETON - OSHKOSH - NEENAH	**300.8**	**308.8**	**2.7**	**114.5**	**4.9**	**5,272,249**	**52.7**	**31,654**	**46,046**	**2,215,366**	**44.4**	**14,067**	**19,348**	**.1195**	**.1186**
Calumet	33.6	36.0	7.1	12.3	8.8	555,778	52.2	32,312	45,185	150,387	41.9	9,379	12,227	.0116	.0115
Outagamie	133.2	136.7	2.6	49.6	5.1	2,389,684	55.0	32,667	48,179	1,056,495	43.0	15,656	21,300	.0543	.0543
Winnebago	134.0	136.1	1.6	52.6	4.0	2,326,787	50.5	30,563	44,235	1,008,484	46.2	13,631	19,173	.0536	.0528
EAU CLAIRE	**137.8**	**143.6**	**4.2**	**52.5**	**6.7**	**2,154,665**	**55.7**	**28,132**	**41,041**	**1,251,399**	**53.7**	**16,544**	**23,836**	**.0535**	**.0550**
Chippewa	53.2	54.0	1.5	19.1	4.4	839,136	57.8	29,060	43,934	379,291	53.1	13,541	19,858	.0192	.0198
Eau Claire	84.6	89.6	5.9	33.4	8.1	1,315,529	54.4	27,582	39,387	872,108	54.0	18,323	26,111	.0343	.0352
GREEN BAY	**183.2**	**189.8**	**3.6**	**71.3**	**6.1**	**3,169,703**	**52.7**	**30,892**	**44,456**	**1,540,312**	**45.6**	**15,741**	**21,603**	**.0751**	**.0747**
Brown	183.2	189.8	3.6	71.3	6.1	3,169,703	52.7	30,892	44,456	1,540,312	45.6	15,741	21,603	.0751	.0747
JANESVILLE - BELOIT	**139.5**	**139.3**	**–.1**	**52.7**	**2.1**	**2,545,398**	**52.9**	**32,272**	**48,300**	**1,149,840**	**49.0**	**14,954**	**21,819**	**.0579**	**.0576**
Rock	139.5	139.3	–.1	52.7	2.1	2,545,398	52.9	32,272	48,300	1,149,840	49.0	14,954	21,819	.0579	.0576
KENOSHA	**122.5**	**121.5**	**–.8**	**44.7**	**1.4**	**2,471,643**	**54.6**	**36,261**	**55,294**	**895,967**	**49.3**	**13,608**	**20,044**	**.0517**	**.0517**
Kenosha	122.5	121.5	–.8	44.7	1.4	2,471,643	54.6	36,261	55,294	895,967	49.3	13,608	20,044	.0517	.0517
LA CROSSE	**93.6**	**95.7**	**2.2**	**36.1**	**4.6**	**1,714,386**	**58.8**	**31,298**	**47,490**	**878,046**	**47.2**	**17,286**	**24,323**	**.0397**	**.0405**
La Crosse	93.6	95.7	2.2	36.1	4.6	1,714,386	58.8	31,298	47,490	878,046	47.2	17,286	24,323	.0397	.0405
MADISON	**336.7**	**347.5**	**3.2**	**140.4**	**5.8**	**6,653,006**	**55.3**	**32,274**	**47,386**	**3,572,821**	**52.9**	**17,611**	**25,447**	**.1546**	**.1576**
Dane	336.7	347.5	3.2	140.4	5.8	6,653,006	55.3	32,274	47,386	3,572,821	52.9	17,611	25,447	.1546	.1576
MILWAUKEE	**1,401.0**	**1,399.7**	**–.1**	**538.0**	**2.0**	**25,889,515**	**46.9**	**33,402**	**48,122**	**11,176,509**	**42.7**	**14,838**	**20,774**	**.5994**	**.5778**
Milwaukee	942.4	919.3	–2.5	373.2	–.2	16,051,282	41.0	30,437	43,010	7,724,382	40.1	14,738	20,698	.4000	.3737
Ozaukee	70.8	74.0	4.5	26.0	7.0	1,666,610	59.8	42,928	64,100	534,336	55.9	14,102	20,551	.0319	.0333
Washington	91.3	96.6	5.8	32.6	7.9	1,554,891	50.4	34,234	47,696	476,553	42.0	11,114	14,618	.0332	.0329
Waukesha	296.5	309.8	4.5	106.2	7.1	6,616,732	58.8	41,994	62,304	2,441,238	48.9	16,529	22,987	.1343	.1379
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,575.2*	*1,574.6*	*.0*	*602.6*	*2.0*	*28,799,748*	*46.4*	*33,310*	*47,792*	*12,277,583*	*41.8*	*14,661*	*20,374*	*.6681*	*.6418*
RACINE	**174.2**	**174.9**	**.4**	**64.6**	**2.7**	**2,910,233**	**42.2**	**32,543**	**45,050**	**1,101,074**	**32.9**	**13,172**	**17,044**	**.0687**	**.0640**
Racine	174.2	174.9	.4	64.6	2.7	2,910,233	42.2	32,543	45,050	1,101,074	32.9	13,172	17,044	.0687	.0640
SHEBOYGAN	**101.6**	**101.7**	**.1**	**38.1**	**2.7**	**1,809,375**	**53.1**	**31,863**	**47,490**	**629,609**	**41.9**	**11,963**	**16,525**	**.0391**	**.0384**
Sheboygan	101.6	101.7	.1	38.1	2.7	1,809,375	53.1	31,863	47,490	629,609	41.9	11,963	16,525	.0391	.0384
WAUSAU	**114.9**	**117.5**	**2.3**	**43.0**	**4.6**	**1,759,990**	**48.4**	**28,862**	**40,930**	**774,198**	**44.1**	**13,070**	**18,005**	**.0422**	**.0414**
Marathon	114.9	117.5	2.3	43.0	4.6	1,759,990	48.4	28,862	40,930	774,198	44.1	13,070	18,005	.0422	.0414
TOTAL METRO COUNTIES	**3,196.1**	**3,232.2**	**1.1**	**1,229.8**	**3.4**	**57,898,861**	**50.1**	**32,418**	**47,080**	**25,753,019**	**45.1**	**14,912**	**20,941**	**1.3350**	**1.3111**
TOTAL STATE	**4,818.0**	**4,902.1**	**1.7**	**1,853.0**	**4.1**	**80,464,612**	**49.3**	**30,286**	**43,424**	**36,063,376**	**44.3**	**14,040**	**19,462**	**1.9001**	**1.8580**
WYOMING															
CASPER	**76.4**	**79.7**	**4.3**	**30.8**	**6.9**	**1,444,681**	**47.0**	**34,122**	**46,905**	**788,261**	**40.5**	**19,486**	**25,593**	**.0361**	**.0347**
Natrona	76.4	79.7	4.3	30.8	6.9	1,444,681	47.0	34,122	46,905	788,261	40.5	19,486	25,593	.0361	.0347
CHEYENNE	**73.6**	**77.7**	**5.6**	**30.9**	**8.8**	**1,302,090**	**56.3**	**29,325**	**42,139**	**834,768**	**55.5**	**18,899**	**27,015**	**.0325**	**.0335**
Laramie	73.6	77.7	5.6	30.9	8.8	1,302,090	56.3	29,325	42,139	834,768	55.5	18,899	27,015	.0325	.0335
TOTAL METRO COUNTIES	**150.0**	**157.4**	**4.9**	**61.7**	**7.9**	**2,746,771**	**51.3**	**31,740**	**44,518**	**1,623,029**	**47.8**	**19,195**	**26,305**	**.0686**	**.0682**
TOTAL STATE	**516.4**	**554.2**	**7.3**	**207.3**	**9.4**	**9,594,233**	**60.0**	**31,650**	**46,282**	**5,680,841**	**57.2**	**19,074**	**27,404**	**.2277**	**.2390**

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

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(See page 96)

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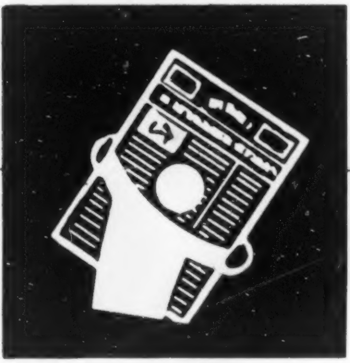

Data in this Survey of Buying Power—Part II have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

HOUSEHOLDS

Market	(Thous.)	Rank
New York, N.Y.	5,316.2	1
Los Angeles - Long Beach, Cal.	3,926.7	2
Chicago, Ill.	2,615.8	3
Detroit, Mich.	1,886.6	4
Philadelphia, Pa.	1,780.8	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,531.6	6
San Francisco, Cal.	1,526.2	7
Houston, Tex.	1,397.5	8
Washington, D.C.	1,363.9	9
St. Louis, Mo.	971.2	10
Newark, N.J.	969.5	11
Minneapolis - St. Paul, Minn.	932.9	12
Pittsburgh, Pa.	894.1	13
Denver, Colo.	889.6	14
Nassau - Suffolk, N.Y.	873.6	15
Dallas, Tex.	858.1	16
Tampa - St. Petersburg - Clearwater, Fla.	851.7	17
Atlanta, Ga.	844.4	18
Baltimore, Md.	804.4	19
San Diego, Cal.	786.5	20
Phoenix, Ariz.	777.2	21
Anaheim - Santa Ana, Cal.	755.0	22
Oakland, Cal.	736.1	23
Seattle, Wash.	716.0	24
Cleveland, Ohio	715.2	25
Miami - Hialeah, Fla.	696.6	26
Riverside - San Bernardino, Cal.	685.1	27
Cincinnati, Ohio	619.0	28
Kansas City, Mo.-Kans.	614.7	29
Milwaukee, Wisc.	534.0	30
Portland, Ore.	525.8	31
New Orleans, La.	508.5	32
Sacramento, Cal.	508.1	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	492.0	34
San Jose, Cal.	488.2	35
Norfolk - Virginia Beach - Newport News, Va.	477.3	36
Bergen - Passaic, N.J.	476.7	37
San Antonio, Tex.	471.3	38
Fort Worth - Arlington, Tex.	463.4	39
Indianapolis, Ind.	460.0	40
Buffalo, N.Y.	454.7	41
Oklahoma City, Okla.	447.7	42
Columbus, Ohio	443.0	43
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	434.5	44
Louisville, Ky.	432.6	45
Greensboro - Winston-Salem - High Point, N.C.	409.9	46
Omaha, Neb.	401.6	47
Des Moines, Iowa	400.8	48
Dayton - Springfield, Ohio	400.4	49
Hartford - New Britain - Middletown - Bristol, Conn.	394.1	50
Salt Lake City - Ogden, Utah	386.9	51
Orlando, Fla.	377.6	52
Richmond - Petersburg, Va.	362.4	53
Little Rock - North Little Rock, Ark.	361.8	54
Monmouth - Ocean, N.J.	354.1	55
Providence - Pawtucket - Woonsocket, R.I.	353.0	56
Rochester, N.Y.	351.9	57
Nashville, Tenn.	351.7	58
New Haven - Waterbury - Meriden, Conn.	344.6	59
Memphis, Tenn.	343.7	60
Tulsa, Okla.	324.6	61
Jacksonville, Fla.	321.7	62
West Palm Beach - Boca Raton - Delray Beach, Fla.	321.3	63
Birmingham, Ala.	320.0	64
Albany - Schenectady - Troy, N.Y.	315.5	65
Austin, Tex.	301.8	66
Honolulu, Haw.	298.5	67
Tucson, Ariz.	295.5	68
Middlesex - Somerset - Hunterdon, N.J.	292.6	69
Bridgeport - Stamford - Norwalk - Danbury, Conn.	292.5	70
Greenville - Spartanburg, S.C.	290.8	71
Knoxville, Tenn.	289.6	72
Raleigh - Durham, N.C.	283.1	73
Syracuse, N.Y.	266.1	74
Toledo, Ohio	254.9	75
Allentown - Bethlehem, Pa.	249.9	76
Worcester - Fitchburg - Leominster, Mass.	241.8	77
Scranton - Wilkes-Barre, Pa.	240.0	78
Akron, Ohio	233.9	79
Fresno, Cal.	232.8	80
Las Vegas, Nev.	230.8	81
Gary - Hammond, Ind.	228.4	82
Johnson City - Kingsport - Bristol, Tenn.	228.2	83
Spokane, Wash.	227.0	84
Grand Rapids, Mich.	226.2	85
Sarasota, Fla.	224.8	86
Harrisburg - Lebanon - Carlisle, Pa.	220.7	87
Baton Rouge, La.	218.5	88
Madison, Wisc.	217.1	89
Springfield, Mass.	213.3	90
Jersey City, N.J.	212.7	91
Wilmington, Del.	207.7	92
Wichita, Kans.	207.4	93
Albuquerque, N.M.	205.3	94
Columbia, S.C.	202.4	95
Oxnard - Ventura, Cal.	200.5	96
Tacoma, Wash.	197.1	97
Lexington-Fayette, Ky.	195.3	98
Roanoke, Va.	193.9	99
Youngstown - Warren, Ohio	190.4	100
Mobile, Ala.	185.3	101
New Bedford - Fall River - Attleboro, Mass.	179.5	102
Charleston, S.C.	177.6	103
Shreveport, La.	176.7	104
Charleston, W.Va.	176.2	105
Chattanooga, Tenn.	173.5	106
Fort Wayne, Ind.	171.0	107
Bakersfield, Cal.	169.5	108
Davenport - Rock Island - Moline, Iowa-Ill.	167.9	109
Portland, Me.	166.5	110
Beaumont - Port Arthur, Tex.	165.1	111
El Paso, Tex.	164.0	112
Peoria, Ill.	161.8	113
Augusta, Ga.	160.1	114
Flint, Mich.	158.5	115
Lake County, Ill.	156.6	116
Corpus Christi, Tex.	156.3	117
Saginaw - Bay City - Midland, Mich.	150.7	118
Lansing - East Lansing, Mich.	150.6	119
Stockton, Cal.	149.9	120
Jackson, Miss.	148.3	121
Macon - Warner Robins, Ga.	148.0	122
Evansville, Ind.	144.9	123
Lubbock, Tex.	142.9	124
Appleton - Oshkosh - Neenah, Wisc.	140.7	125
Amarillo, Tex.	140.3	126
Daytona Beach, Fla.	139.6	127
Bangor, Me.	139.2	128
Lancaster, Pa.	138.8	129
Canton, Ohio	138.8	129
Melbourne - Titusville - Palm Bay, Fla.	138.7	131
Colorado Springs, Colo.	135.2	132
Lakeland - Winter Haven, Fla.	135.1	133
Santa Rosa - Petaluma, Cal.	134.5	134
Binghamton, N.Y.	131.6	135
Duluth, Minn.	131.0	136
Lincoln, Neb.	128.9	137
South Bend - Mishawaka, Ind.	128.6	138
Asheville, N.C.	127.2	139
Joliet, Ill.	125.6	140
Reno, Nev.	125.5	141
York, Pa.	125.1	142
Montgomery, Ala.	124.9	143
Santa Barbara - Santa Maria - Lompoc, Cal.	124.7	144
Reading, Pa.	124.5	145
Manchester - Nashua, N.H.	123.1	146
Savannah, Ga.	123.0	147
Rockford, Ill.	122.1	148
Aurora - Elgin, Ill.	121.9	149
Pensacola, Fla.	120.3	150
Atlantic City, N.J.	118.8	151
Springfield, Ill.	118.2	152
Anchorage, Alas.	118.0	153
Orange County, N.Y.	117.7	154
Billings, Mont.	117.6	155
Utica - Rome, N.Y.	115.7	156
Fort Myers - Cape Coral, Fla.	112.6	157
Trenton, N.J.	111.7	158
Springfield, Mo.	111.5	159
Anderson, S.C.	110.6	160
Salinas - Seaside - Monterey, Cal.	109.0	161
Modesto, Cal.	107.7	162
Kalamazoo, Mich.	104.8	163
Eugene - Springfield, Ore.	104.3	164
Erie, Pa.	103.3	165
Cedar Rapids, Iowa	103.3	165
Topeka, Kans.	99.7	167
Ann Arbor, Mich.	98.4	168
Boise, Ida.	97.9	169
Hamilton - Middletown, Ohio	96.8	170
Tallahassee, Fla.	96.7	171
Bloomington - Normal, Ill.	96.6	172
Johnstown, Pa.	95.9	173
Lorain - Elyria, Ohio	95.4	174
Columbus, Ga.	95.0	175
Sioux City, Iowa	94.7	176
Salem, Ore.	94.6	177
Mcallen - Edinburg - Mission, Tex.	94.2	178
Waco, Tex.	94.1	179
Fargo - Moorhead, N.D.-Minn.	92.1	180
Abilene, Tex.	91.2	181
Fayetteville, N.C.	90.6	182
Gainesville, Fla.	90.0	183
New London - Norwich, Conn.	89.2	184
Wheeling, W.Va.	88.5	185
Waterloo - Cedar Falls, Iowa	88.0	186
Poughkeepsie, N.Y.	87.6	187
Lake Charles, La.	87.4	188
Pueblo, Colo.	85.9	189
Benton Harbor, Mich.	85.8	190
Green Bay, Wisc.	85.4	191
Boulder - Longmont, Colo.	85.2	192
Tupelo, Miss.	82.8	193
Santa Cruz, Cal.	82.6	194
Huntington - Ashland, W.Va.-Ky.	82.2	195
Tyler, Tex.	81.2	196
Champaign - Urbana - Rantoul, Ill.	81.2	196
Niagara Falls, N.Y.	80.1	198
Sioux Falls, S.D.	79.8	199
Watertown, N.Y.	79.7	200
Fort Smith, Ark.	79.1	201
Wichita Falls, Tex.	79.0	202
Huntsville, Ala.	79.0	202
Eau Claire, Wisc.	79.0	202
Galveston - Texas City, Tex.	78.8	205
Vancouver, Wash.	78.7	206
St. Joseph, Mo.	78.5	207
Janesville - Beloit, Wisc.	78.5	207
Alexandria, La.	78.0	209
Terre Haute, Ind.	77.2	210
Jackson, Tenn.	77.0	211
Chico, Cal.	75.9	212
Burlington, Vt.	75.5	213
Bradenton, Fla.	75.5	213
Hutchinson, Kans.	74.2	215
Brownsville - Harlingen, Tex.	73.9	216
Biloxi - Gulfport, Miss.	73.8	217
Beaver County, Pa.	73.4	218
Grand Forks, N.D.	72.5	219
Hyannis, Mass.	71.5	220
Beckley, W.Va.	71.4	221
Decatur, Ill.	71.3	222
Provo - Orem, Utah	70.5	223
San Luis Obispo, Cal.	70.4	224
Joplin, Mo.	69.8	225
Waterville, Me.	69.6	226
Muncie, Ind.	69.3	227
Wilmington, N.C.	68.7	228
Lynchburg, Va.	68.6	229
Parkersburg - Marietta, W.Va.-Ohio	68.5	230
Tuscaloosa, Ala.	68.2	231
Odessa, Tex.	67.8	232
Killeen - Temple, Tex.	67.4	233
Yakima, Wash.	67.0	234
Monroe, La.	66.7	235
Lewiston - Auburn, Me.	66.7	235
Ocala, Fla.	65.3	237
Carbondale, Ill.	65.0	238
Muskegon, Mich.	63.9	239
Florence, S.C.	63.9	239
Florence, Ala.	63.9	239
La Crosse, Wisc.	63.6	242
Sunbury, Pa.	63.0	243
Racine, Wisc.	62.9	244
Pottsville, Pa.	62.9	244
Lafayette - West Lafayette, Ind.	62.7	246
Bremerton, Wash.	62.2	247
Wenatchee, Wash.	61.4	248
Albany, Ga.	61.4	248
Anniston, Ala.	61.3	250
Lafayette, La.	60.8	251
Great Falls, Mont.	59.5	252
Longview - Marshall, Tex.	59.3	253
San Angelo, Tex.	59.2	254
Owensboro, Ky.	58.8	255
Victoria, Tex.	58.6	256
Rapid City, S.D.	58.2	257
Dubuaue, Iowa	58.0	258
Charlottesville, Va.	56.3	259
Rochester, Minn.	56.2	260
Olean, N.Y.	55.8	261
Elmira, N.Y.	55.6	262
Olympia, Wash.	55.5	263
Missoula, Mont.	55.4	264
Jamestown, N.Y.	55.1	265
Butler, Pa.	55.1	265
Redding, Cal.	54.9	267
Pittsfield, Mass.	54.7	268
Medford, Ore.	52.6	269
Quincy, Ill.	52.4	270
Salina, Kans.	52.3	271
Paducah, Ky.	52.3	271
Elkhart - Goshen, Ind.	52.3	271
Wausau, Wisc.	51.9	274
Bryan - College Station, Tex.	51.9	274
Lima, Ohio	51.6	276
Battle Creek, Mich.	51.6	276
Richland - Kennewick - Pasco, Wash.	51.3	278
Jackson, Mich.	51.3	278
Altoona, Pa.	51.0	280
Kankakee, Ill.	49.6	281
Texarkana, Tex.-Ark.	49.2	282
Naples, Fla.	49.2	282
Sandusky, Ohio	49.0	284
Anderson, Ind.	48.6	285
Mansfield, Ohio	48.5	286
Fort Walton Beach, Fla.	48.4	287
Mankato, Minn.	48.0	288
Bismarck, N.D.	47.9	289
Myrtle Beach, S.C.	47.6	290
Bluefield, W.Va.	47.6	290
Panama City, Fla.	47.2	292
Grand Junction, Colo.	47.2	292
Sharon, Pa.	47.0	294
Gadsden, Ala.	46.5	295
Decatur, Ala.	46.5	295
Salisbury, Md.	45.6	297
Fredericksburg, Va.	44.9	298
St. Cloud, Minn.	44.8	299
Kenosha, Wisc.	44.1	300
Williamsport, Pa.	44.0	301
Wooster, Ohio	43.8	302
Minot, N.D.	43.5	303
Danville, Ill.	43.2	304
Bloomington, Ind.	42.4	305
Hickory, N.C.	42.0	306
Casper, Wyo.	41.6	307
Lawton, Okla.	41.1	308
Hagerstown, Md.	40.5	309
Danville, Va.	40.3	310
Glens Falls, N.Y.	40.0	311
Cumberland, Md.	39.6	312
Dover, Ohio	39.0	313
Enid, Okla.	38.5	314
Kokomo, Ind.	38.4	315
Burlington, N.C.	38.2	316
Harrisonburg, Va.	37.4	317
Sheboygan, Wisc.	37.1	318
Grand Island, Neb.	35.4	319
Portsmouth - Dover - Rochester, N.H.	32.7	320
Clarksburg, W.Va.	32.4	321
Longview, Wash.	31.8	322
Findlay, Ohio	24.5	323

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); ffective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
1	2		3	4	5					6

1 To qualify as a **Newspaper Market,** a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If wo or more qualifying cities are in the same metropolitan area, or n the same nonmetro county, they are combined into a multiple ewspaper market. The name of the market for newspapers of a etropolitan area is the metro area name. Each county in a ewspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of ounties are included: (1) *home county*, which indentifies the ocation of the newspapers; (2) *dominant counties*, where the ewspaper household penetration is 50% or more; and (3) *effecive counties*, where coverage ranges from 20% to 49%. This lassification provides a guide for focussing on the newspapers' trongest coverage areas, as well as for determining where addiional support may be needed to achieve a desired penetration evel. As a further aid to sales targeting, the home-county name is epeated as a dominant or effective county, depending upon its enetration rate. The name of a home county with less than 20% overage is repeated after the words "Under 20%."

The data source is the Audit Bureau of Circulation's data bank, vhich includes the audited statements of individual newspapers as f May 1986.

2 **Population** is the number of **persons** living in the newspaper narket as of 12/31/85. It includes people living in colleges and ospitals, and armed forces personnel (and their dependents) ermanently assigned to the area, but excludes transients and ourists. **Households** are units made up of the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group f rooms, or a single room. The members of a household need not e related, and a single person living alone in a housing unit is also ounted as a household.

Caution: Although a county's population total will include all the eople in the area, the household total will not do so because it xcludes those living in group quarters. Thus if you calculate verage Effective Buying Income per household, it must be recognized that this indicator does include the income of people not ving in households.

3 **Effective Buying Income (EBI),** a classification developed xclusively by Sales and Marketing Management, is personal ncome less personal tax and nontax payments. Personal income s the aggregate of wages and salaries, other labor income (such s employer contributions to private pension funds), proprietors' ncome, rental income (which includes inputed rental income of wner-occupants of nonfarm dwellings), dividends paid by corpoations, personal interest income from all sources, and transfer ayments (such as pension and welfare assistance). Deducted rom this total are personal taxes (federal, state, and local), nontax ayments (such as fines, fees, penalties), and personal contribuions for social insurance. The resultant figure is commonly known s "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 28 *Survey of Buying Power,* should be considered.

4 **Total Retal Sales** are all net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges of other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as purchases by nonhousehold units such as businesses, and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The **Total Retail Sales** figure includes store types not listed in the 1986 Survey. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores,* which sell food primarily for home consumption; (2) *general merchandise* stores, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings, and appliance stores (FHA)*; (4) *automotive dealers* which include those selling domestic and imported cars, new and used, and stores selling tires, batteries, and accessories; and (5) *drugstores,* which include proprietary stores.

6 Individual county newspaper circulation totals are added and expressed as a **percentage of all households covered** in the market. In multiple-newspaper markets, circulations of all qualifying papers are combined. In such markets, however, the coverage ratio is only a general guide because it is impossible to measure the degree of circulation duplication that may exist.

NOTE: There are no U.S. totals for S&MM's newspaper markets because the number of duplicate counties—that is, the same county that is part of more than one newspaper market—would make such a total meaningless.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
ALABAMA										
ANNISTON (Calhoun) . . . **Over 50%:** Calhoun; **20 - 49%:** Clay, Cleburne, Randolph.	172.8	61.3	1,436,032	582,787	131,058	71,102	24,277	134,385	24,755	47.7
BIRMINGHAM (Jefferson) . . . **Over 50%:** Jefferson, **20 - 49%:** Blount, St. Clair, Shelby	849.5	320.0	8,717,743	4,223,864	921,119	452,088	235,511	1,026,665	166,208	56.3
DECATUR (Morgan) . . . **Over 50%:** Morgan; **20 - 49%:** Lawrence.	128.4	46.5	1,168,445	541,324	118,946	71,864	24,524	125,492	21,745	48.5
FLORENCE (Lauderdale) . . . **Over 50%:** Colbert, Lauderdale; **20 - 49%:** Franklin.	170.6	63.9	1,513,807	762,638	148,177	114,254	31,313	203,448	22,348	47.7
GADSDEN (Etowan) . . . **Over 50%:** Etowah, **20 - 49%:** Cherokee.	125.2	46.5	1,029,766	468,703	121,308	60,909	19,610	96,348	17,329	55.8
HUNTSVILLE (Madison) . . . **Over 50%:** Madison.	213.1	79.0	2,560,999	1,153,216	214,041	160,248	66,096	298,794	32,267	68.3
MOBILE (Mobile) . . . **Over 50%:** Mobile; **20 - 49%:** Baldwin, Clarke, Washington.	518.9	185.3	5,043,876	2,695,170	643,629	337,258	129,144	618,769	122,543	50.5
MONTGOMERY (Montgomery) . . . **Over 50%:** Montgomery; **20 - 49%:** Autauga, Bullock, Butler, Elmore, Macon.	352.6	124.9	3,324,619	1,685,181	345,535	218,379	66,042	429,806	71,759	43.9
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%:** Greene, Hale, Pickens, Tuscaloosa.	192.1	68.2	1,574,487	839,008	212,590	106,404	34,858	176,205	28,460	40.5
ALASKA										
ANCHORAGE (Anchorage) . . . **Over 50%:** Anchorage, Matanuska-Susitna; **20 - 49%:** Bristol Bay, Kenai Peninsula, North Slope, Valdez-Cordova.	328.4	118.0	4,987,105	3,055,289	543,833	347,942	138,932	529,001	113,802	73.9
ARIZONA										
PHOENIX (Maricopa) . . . **Over 50%:** Maricopa; **20 - 49%:** Gila, Greenlee, La Paz, Pinal.	2,006.8	777.2	23,308,622	12,285,821	2,785,344	1,379,552	749,491	2,477,128	519,919	49.2
TUCSON (Pima) . . . **20 - 49%:** Cochise, Pima, Santa Cruz.	755.1	295.5	7,594,462	3,809,466	875,365	526,291	216,678	742,156	164,488	45.4
ARKANSAS										
FORT SMITH (Sebastian) . . . **Over 50%:** Sebastian; **20 - 49%:** Crawford, Franklin, Logan; OKLA.: Sequoyah.	216.1	79.1	2,044,576	962,619	184,862	136,716	41,913	202,513	25,095	47.2
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **Over 50%:** Pulaski; **20 - 49%:** Arkansas, Ashley, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Garland, Grant, Jackson, Jefferson, Lonoke, Monroe, Ouachita, Perry, Prairie, Saline, Van Buren, White, Woodruff.	993.2	361.8	9,755,362	5,174,178	1,083,427	693,327	214,787	1,188,144	134,302	43.5
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	135.5	49.2	1,252,007	762,359	164,775	105,642	32,599	146,008	23,697	54.0

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
CALIFORNIA										
ANAHEIM-SANTA ANA (Orange) . . . **20 - 49%:** Orange.	2,124.0	755.0	31,573,345	15,352,829	2,829,803	1,828,476	825,230	3,600,576	454,459	40.1
BAKERSFIELD (Kern) . . . **20 - 49%:** Kern.	475.8	169.5	5,465,373	2,676,721	620,314	253,242	128,177	606,436	90,703	47.7
CHICO (Butte) . . . **20 - 49%:** Butte, Glenn.	190.0	75.9	1,951,271	1,038,047	279,271	99,806	43,189	190,315	54,038	34.0
FRESNO (Fresno) . . . **Over 50%:** Fresno; **20 - 49%:** Madera.	654.3	232.8	7,395,161	3,359,909	748,671	348,447	164,043	778,361	169,187	51.3
LOS ANGELES-LONG BEACH (Los Angeles) . . . **20 - 49%:** Inyo, Los Angeles, Orange, Ventura.	10,843.2	3,926.7	143,001,702	69,742,131	13,557,222	7,934,135	4,099,637	15,919,997	2,282,526	42.7
MODESTO (Stanislaus) . . . **Over 50%:** Stanislaus.	306.1	107.7	3,193,520	1,700,566	390,679	209,835	105,883	315,552	87,652	54.5
OAKLAND (Alameda, Contra Costa) . . . **20 - 49%:** Alameda, Contra Costa.	1,903.2	736.1	28,345,176	12,671,975	2,511,870	1,583,454	674,471	2,869,429	497,799	35.4
OXNARD-VENTURA (Ventura) . . . **20 - 49%:** Ventura.	609.0	200.5	8,157,543	3,229,516	677,727	431,844	132,200	850,164	113,259	22.9
REDDING (Shasta) . . . **Over 50%:** Shasta; **20 - 49%:** Trinity.	145.7	54.9	1,408,337	816,043	200,815	79,403	27,004	143,305	52,101	61.2
RIVERSIDE-SAN BERNARDINO (Riverside, San Bernardino) . . . **Over 50%:** Riverside; **20 - 49%:** San Bernardino.	1,896.4	685.1	21,934,257	10,331,501	2,356,525	1,241,156	472,164	2,281,911	330,071	40.0
SACRAMENTO (Sacramento) . . . **Over 50%:** Sacramento; **20 - 49%:** Amador, Colusa, El Dorado, Placer, Yolo.	1,304.6	508.1	16,468,216	8,307,021	1,738,180	905,049	437,051	1,938,082	352,398	58.3
SALINAS-SEASIDE-MONTEREY (Monterey) . . . **20 - 49%:** Monterey.	332.8	109.0	3,958,553	1,868,001	324,464	196,484	94,397	440,574	73,969	29.8

S&MM'S FOUR SURVEY ISSUES

Each year *Sales and Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

L.A. BY THE NUMBERS

KNIGHT-RIDDER LOS ANGELES DELIVERS: Efficient reach with the lowest LA Times duplication of any Los Angeles metropolitan newspaper buy.

	WEEKDAY	SUNDAY
1. Los Angeles Times	1,088,155	1,353,376
2. Orange County Register	300,985	340,427
3. Los Angeles Herald Examiner	245,291	205,331
4. Knight-Ridder LA	170,701	190,733
5. LA Daily News	148,133	161,142
6. Riverside Press-Enterprise	134,540	140,132
7. Copley Newspapers LA	133,638	125,801
8. San Bernardino Sun	82,229	86,169

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In Long Beach: (213) 435-1161

Source: Audit Bureau of Circulation, 1986

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration)	S&MM ESTIMATES 1985									% Hslds Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	
CALIFORNIA (cont.)										
SAN DIEGO (San Diego) . . . **Over 50%:** San Diego.	2,140.9	786.5	28,842,528	13,191,301	2,453,833	1,692,945	743,316	3,164,039	408,337	53.1
SAN FRANCISCO (San Francisco, Marin, San Mateo) . . . **Over 50%:** Marin, San Francisco, San Mateo; **20 - 49%:** Alameda, Contra Costa, Sonoma.	3,799.6	1,526.2	59,539,132	28,356,851	5,423,547	3,310,988	1,555,223	5,762,414	1,034,4[illegible]	39.2
SAN JOSE (Santa Clara) . . . **Over 50%:** Santa Clara.	1,393.3	488.2	21,436,862	10,047,766	1,823,097	1,328,575	631,713	2,304,857	368,773	52.9
SAN LUIS OBISPO (San Luis Obispo) . . . **20 - 49%:** San Luis Obispo.	188.5	70.4	2,212,179	1,005,084	243,700	49,559	42,378	183,637	45,031	38.6
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara) . . . **20 - 49%:** Santa Barbara.	330.6	124.7	4,620,091	2,780,868	523,951	252,475	163,770	513,243	100,189	39.2
SANTA CRUZ (Santa Cruz) . . . **20 - 49%:** Santa Cruz.	217.5	82.6	2,929,492	1,188,708	276,094	91,353	55,340	245,091	47,310	33.8
SANTA ROSA-PETALUMA (Sonoma) . . . **20 - 49%:** Sonoma.	340.4	134.5	4,749,039	2,004,455	456,813	216,778	104,007	381,434	102,012	47.9
STOCKTON (San Joaquin) . . . **20 - 49%:** San Joaquin.	406.9	149.9	4,524,739	2,142,068	473,558	241,724	107,154	483,889	101,380	33.1

SAN FRANCISCO & OAKLAND PMSAs:

ONE BUY
BUYS IT ALL

At the heart of the broad and lucrative San Francisco market are five counties that spent $24 billion on retail goods last year.

To capitalize on that kind of purchase power you need the total market penetration that only the Chronicle/Examiner combination provides.

A single newspaper buy gives you 1.6 million consumers throughout the San Francisco and Oakland PMSAs, including two-thirds of the residents whose household income exceeds $35,000. And that's only the start of coverage that carries you all over Northern California. For additional market data, call (415) 777-7294.

SAN FRANCISCO NEWSPAPER AGENCY

San Francisco Chronicle San Francisco Examiner

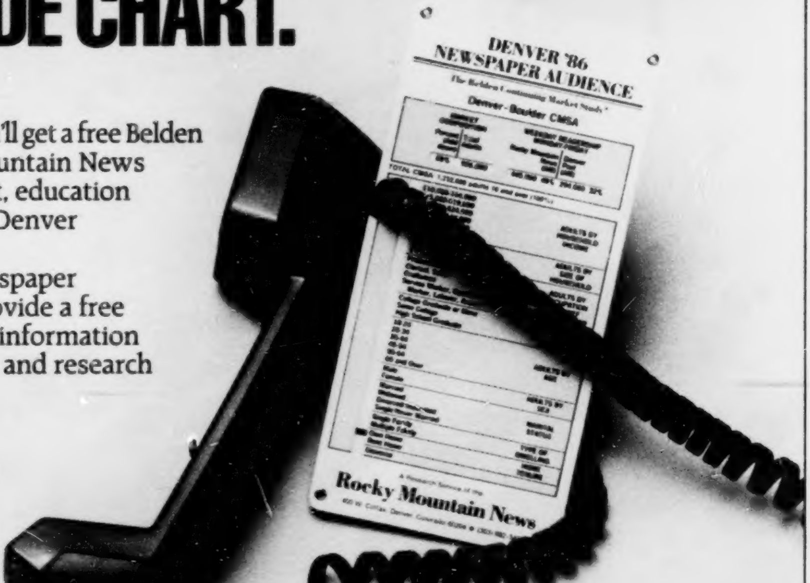
925 MISSION STREET · SAN FRANCISCO · CA 94103

Represented nationally by Sawyer-Ferguson-Walker

Source: The Scarborough San Francisco Market Study, 1984 5-issue reach; Sales & Marketing Management's Survey of Buying Power Data Service, 1985.

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
COLORADO										
BOULDER-LONGMONT (Boulder) . . . **20 - 49%:** Boulder.	219.0	85.2	2,838,830	1,522,756	349,621	141,317	106,671	305,931	34,133	35.0
COLORADO SPRINGS (El Paso) . . . **Over 50%:** El Paso, Teller.	364.3	135.2	4,079,483	2,280,639	421,267	310,250	121,026	496,163	34,899	73.1
DENVER (Denver) . . . **Over 50%:** Adams, Arapahoe, Denver, Douglas, Jefferson, Summit; **20 - 49%:** Boulder, Chaffee, Cheyenne, Clear Creek, Crowley, Eagle, Elbert, Gilpin, Grand, Gunnison, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Morgan, Phillips, Pitkin, Routt, Sedgwick, Washington, Yuma; KAN.: Cheyenne.	2,235.9	889.6	29,935,863	15,465,197	3,215,023	1,727,170	977,402	2,933,091	362,892	55.2
GRAND JUNCTION (Mesa) . . . **Over 50%:** Mesa; **20 - 49%:** Delta, Rio Blanco.	124.9	47.2	1,326,345	879,893	195,287	90,973	45,131	179,385	22,311	53.5
PUEBLO (Pueblo) . . . **Over 50%:** Pueblo; **20 - 49%:** Alamosa, Baca, Bent, Crowley, Custer, Huerfano, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	228.2	85.9	2,036,852	1,141,156	298,853	136,789	56,781	186,105	36,816	54.3

YOU CAN GET RESEARCH ON DENVER AS EASILY AS YOU CAN GET THIS FREE BELDEN SLIDE CHART.



One quick phone call and you'll get a free Belden slide chart from the Rocky Mountain News with age, income, employment, education and home ownership data on Denver newspaper readers.

In addition to Belden's newspaper readership surveys, we can provide a free bimonthly market newsletter, information on the region, shopping habits and research from ABC and Media Records.

It's as easy as dialing the phone. Call (303) 892-5258 for complete research services from Denver's results-oriented daily, the Rocky Mountain News.

Rocky Mountain News
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DENVER, COLORADO

Nobody delivers like the News.

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THE HARTFORD-
NEW HAVEN ADI
NEW
HAVEN
PMA

The New Haven Market:

over $4 Billion in annual retail sales.

The New Haven Market includes over 500,000 adults and 232,000+ households with a per household Effective Buying Income of $37,547 ... $7,905 higher than the national average!*

To completely buy the Hartford-New Haven ADI, you must buy the New Haven Register and Journal-Courier. 35% of the households in the ADI are in New Haven County and the Hartford Courant reaches only 1% of them. The Register and Courier reach 44%!*

For more information, call Assistant Advertising Director Henry Misiak, at (203)562-1121, ext. 324, or Sawyer-Ferguson-Walker Company.

*SOURCES: S&MM, Survey of Buying Power, 1985 Control Data Corp.
1984 Household Estimates, ANM, 1985-86

New Haven Register
Journal-Courier

40 SARGENT DRIVE, NEW HAVEN, CT 06511

S&MM'S SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985									% Hslds Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield) . . . **20 - 49%:** Fairfield.	820.2	292.5	14,839,344	6,593,688	1,277,804	771,890	332,131	1,314,188	149,677	47.9
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL (Hartford) . . . **Over 50%:** Hartford, Tolland; **20 - 49%:** Middlesex.	1,075.4	394.1	15,535,093	7,439,951	1,488,135	805,041	346,265	1,530,476	252,267	70.5
NEW HAVEN-WATERBURY-MERIDEN (New Haven) . . . **Over 50%:** New Haven; **20 - 49%:** Litchfield.	937.4	344.6	13,447,673	5,819,113	1,319,387	662,493	253,811	1,142,010	158,772	62.6
NEW LONDON-NORWICH (New London) . . . **20 - 49%:** New London.	246.4	89.2	3,516,288	1,609,452	319,262	123,311	72,705	405,629	40,035	41.7
DELAWARE										
WILMINGTON (New Castle) . . . **Over 50%:** New Castle; **20 - 49%:** Sussex; MD.: Cecil.	582.2	207.7	7,198,416	3,880,700	741,830	503,445	194,092	856,608	124,665	53.5
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,696.0	1,363.9	59,603,353	26,141,801	4,916,796	3,163,242	1,617,031	6,195,787	929,438	68.1
FLORIDA										
BRADENTON (Manatee) . . . **20 - 49%:** Manatee.	177.6	75.5	2,064,030	1,197,894	240,211	122,614	62,309	375,473	40,281	42.9
DAYTONA BEACH (Volusia) . . . **Over 50%:** Flagler, Volusia.	330.3	139.6	3,661,330	1,913,267	419,683	210,941	101,189	452,918	83,974	68.4

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FORT WALTON BEACH
PANAMA CITY

FLORIDA GULF DAILIES COVER THE BEST OF THE FLORIDA PANHANDLE WITH 67% COVERAGE

With one order-one-bill- at a discount, you can buy the combined circulation (61,500 daily; 70,800 Sunday) of the Panama City News Herald and Fort Walton Beach Daily News in one of Florida's fastest growing markets.

TURN TO
LANDON
FOR RESULTS
(SEE PAGE 96)

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
FLORIDA (cont.)										
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH (Broward) . . . **20 - 49%:** Broward.	1,159.1	492.0	16,237,183	8,663,577	1,481,671	891,083	556,964	2,636,023	291,460	38.9
FORT MYERS-CAPE CORAL (Lee) . . . **Over 50%:** Lee.	267.5	112.6	3,215,893	1,753,982	366,889	204,618	130,533	423,880	73,530	53.4
FORT WALTON BEACH (Okaloosa) . . . **Over 50%:** Okaloosa.	133.5	48.4	1,428,138	849,874	144,495	116,345	56,773	214,633	21,962	55.9
GAINESVILLE (Alachua) . . . **Over 50%:** Alachua; **20 - 49%:** Bradford, Dixie, Gilchrist, Levy, Union.	247.1	90.0	2,349,066	1,293,325	304,827	151,111	53,280	302,725	32,284	53.4
JACKSONVILLE (Duval) . . . **Over 50%:** Clay, Duval; **20 - 49%:** Baker, Nassau, St. Johns; GA.: Camden, Charlton.	861.4	321.7	9,441,413	4,936,008	903,312	493,231	213,808	1,386,275	179,398	56.2
LAKELAND-WINTER HAVEN (Polk) . . . **20 - 49%:** Polk.	363.6	135.1	3,532,084	1,964,351	455,504	235,789	66,012	553,904	57,844	46.5
MELBOURNE-TITUSVILLE-PALM BAY (Brevard) . . . **20 - 49%:** Brevard.	344.9	138.7	3,849,764	1,991,127	356,259	274,783	91,245	549,987	109,504	49.5
MIAMI-HIALEAH (Dade) . . . **20 - 49%:** Dade, Monroe.	1,842.2	696.6	21,212,706	13,347,621	2,184,195	1,536,362	710,882	3,646,535	551,624	47.2

TURN TO
LANDON
FOR RESULTS
(See page 96)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds Cov Total Area
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration). Effective Counties (20%-49% penetration).	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl ($000)	Auto-motive ($000)	Drug ($000)	
FLORIDA (cont.)										
NAPLES (Collier) . . . **Over 50%:** Collier	117.9	49.2	1,479,335	1,001,954	207,598	81,141	87,486	237,121	36,083	50.8
OCALA (Marion) . . . **Over 50%:** Marion	167.3	65.3	1,476,713	1,039,336	210,297	119,827	56,676	227,819	35,219	54.5
ORLANDO (Orange) . . . **Over 50%:** Orange, Seminole; **20 - 49%:** Lake, Osceola.	991.8	377.6	11,288,501	6,815,408	1,257,459	744,500	321,286	2,011,057	169,945	51.3
PANAMA CITY (Bay) . . . **Over 50%:** Bay; **20 - 49%:** Gulf.	125.6	47.2	1,047,867	777,302	124,497	91,864	36,478	229,833	23,458	62.1
PENSACOLA (Escambia) . . . **20 - 49%:** Escambia, Santa Rosa	329.4	120.3	3,528,386	1,733,469	360,838	269,365	81,551	450,179	41,604	43.0
SARASOTA (Sarasota) . . . **Over 50%:** Sarasota; **20 - 49%:** Charlotte, Manatee	505.7	224.8	6,198,580	3,496,098	683,910	350,747	239,018	969,106	140,431	44.4
TALLAHASSEE (Leon) . . . **Over 50%:** Leon; **20 - 49%:** Franklin, Gadsden, Jefferson, Liberty, Madison, Wakulla	265.1	96.7	2,583,080	1,340,435	295,067	214,472	80,821	232,807	37,392	49.1
TAMPA-ST. PETERSBURG-CLEARWATER (Hillsborough, Pinellas) . . . **Over 50%:** Hernando, Hillsborough, Pasco, Pinellas; **20 - 49%:** Citrus, Hardee, Highlands	2,027.5	851.7	23,364,195	12,200,207	2,637,323	1,405,754	698,622	3,127,698	395,190	62.4
WEST PALM BEACH-BOCA RATON-DELRAY BEACH (Palm Beach) . . . **20 - 49%:** Okeechobee, Palm Beach	756.2	321.3	11,048,366	5,586,665	1,083,603	610,500	370,039	1,474,819	203,219	37.5

1987 Survey of Selling Costs

If what you're selling will help keep the spiralling costs of sales under control, this is a once-a-year opportunity to reach more than 50,000 sales and marketing executives as they are giving their undivided attention to managing costs.

Don't let this special advertising opportunity pass you by. Ads for the **1987 Survey of Selling Costs** (published Feb. 16) close Jan. 26, 1987.

For more information, please call: 212-984-2254.

SOUTH FLORIDA'S #1 MARKET

Palm Beach County

■ The nation's second-fastest growing Top-100 metro market with almost 600,000 residents ■ Our PER CAPITA buying power makes Palm Beach County NUMBER ONE in South Florida with $7,214 in total retail sales, $1,394 in total food store sales, $795 in total general merchandise store sales, $795 in total furniture, home furnishings and appliance store sales ■

■ **Reach this affluent market** with the newspapers that reach more adults than all other daily newspapers in our market combined! ■ Call John Drotar, National Advertising Manager, at (305) 837-4271. ■

Represented nationally by
Sawyer-Ferguson-Walker Co.

The Palm Beach Post & The Evening Times

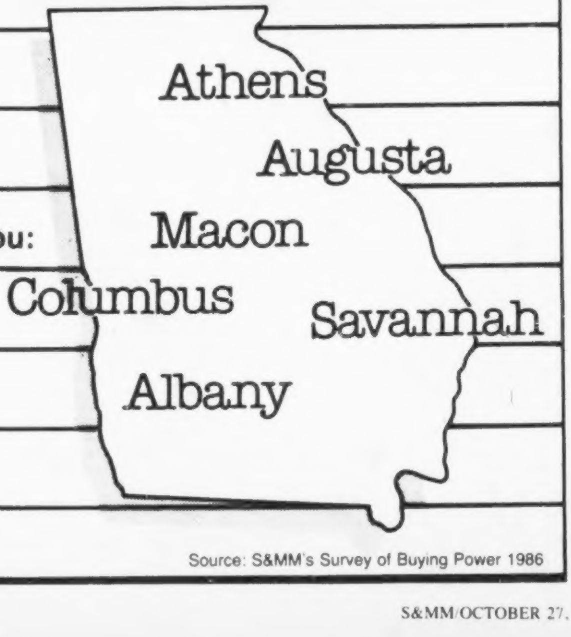
2751 S. Dixie Hwy., West Palm Beach, FL 33405

Sources: Sales & Marketing Management, Survey of Buying Power, 1985; ABC, June 30, 1985.

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85 Total Pop (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov Total Area
GEORGIA										
ALBANY (Dougherty) . . . **Over 50%:** Calhoun, Dougherty; **20 - 49%:** Clay, Miller, Mitchell, Quitman, Randolph, Terrell, Worth.	184.3	61.4	1,521,135	918,556	209,097	111,077	44,506	227,556	24,708	50.2
ATLANTA (Fulton, Gwinnett) . . . **Over 50%:** Fulton, Gwinnett; **20 - 49%:** Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Henry, Newton, Rockdale, Towns.	2,289.8	844.4	29,748,525	16,744,596	2,832,857	2,141,296	790,531	4,155,546	480,327	43.7
AUGUSTA (Richmond) . . . **Over 50%:** Columbia, Richmond; **20 - 49%:** Burke, Glascock, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	460.8	160.1	4,433,771	2,164,026	463,487	255,910	107,955	533,210	82,108	47.5
COLUMBUS (Muscogee) . . . **Over 50%:** Muscogee; **20 - 49%:** ALA.: Russell; GA.: Chattahoochee, Harris, Marion, Quitman, Stewart, Talbot.	280.3	95.0	2,510,868	1,287,901	236,312	168,111	79,622	353,449	37,929	53.2
MACON-WARNER ROBINS (Bibb) . . . **Over 50%:** Bibb; **20 - 49%:** Baldwin, Bleckley, Dodge, Dooly, Houston, Jones, Macon, Monroe, Peach, Pulaski, Telfair, Twiggs, Wilkinson.	427.1	148.0	4,279,536	2,164,197	470,932	268,297	101,840	563,135	74,762	41.0
SAVANNAH (Chatham) . . . **Over 50%:** Chatham; **20 - 49%:** Bryan, Candler, Effingham, Evans, Liberty, Screven, Tattnall; S.C.: Jasper.	355.0	123.0	3,401,293	1,831,796	371,807	204,253	97,620	416,654	54,078	51.4
HAWAII										
HONOLULU (Honolulu) . . . **Over 50%:** Honolulu; **20 - 49%:** Kauai, Maui.	960.7	298.5	11,579,015	6,048,861	1,106,886	796,908	191,937	792,490	354,318	60.9
IDAHO										
BOISE (Ada) . . . **Over 50%:** Ada; **20 - 49%:** Adams, Boise, Elmore, Gem, Payette, Valley, Washington.	272.6	97.9	2,851,880	1,222,175	309,786	90,238	66,501	235,667	58,567	46.7

The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press



One convenient group buy gives you:

- 1,376,100 Population
- 478,400 Households
- $12,762,555,000 Effective Buying Income
- $6,954,283,000 Retail Sales
- $1,388,081,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1986

	S&MM ESTIMATES 1985									% Hslds Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	
ILLINOIS										
AURORA-ELGIN (Kane) . . . **Over 50%:** Kane; **20 - 49%:** Kendall.	349.2	121.9	4,516,473	1,686,566	338,548	198,071	64,949	312,625	86,078	50.1
BLOOMINGTON-NORMAL (McLean) . . . **Over 50%:** McLean; **20 - 49%:** De Witt, Ford, Livingston, Logan, Woodford.	267.7	96.6	3,252,739	1,315,001	246,217	145,848	57,359	331,118	44,669	50.4
CARBONDALE (Jackson) . . . **20 - 49%:** Jackson, Perry, Union, Williamson.	165.4	65.0	1,618,298	882,712	167,670	107,159	37,604	215,819	26,127	33.6
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **Over 50%:** Champaign; **20 - 49%:** Douglas, Ford, Piatt.	220.7	81.2	2,477,816	1,191,334	219,461	149,132	51,722	240,980	44,976	52.2
CHICAGO (Cook) . . . **Over 50%:** Cook; **20 - 49%:** Du Page, Kane, Lake, McHenry, Will.	7,258.2	2,615.8	97,033,585	41,471,685	7,274,094	4,749,619	2,201,386	8,586,386	2,059,207	51.2
DANVILLE (Vermilion) . . . **Over 50%:** Vermilion; **20 - 49%:** IND.: Fountain.	113.0	43.2	1,171,969	613,102	141,111	73,227	23,000	130,291	26,570	56.6
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	446.2	167.9	5,566,089	2,506,088	507,019	338,269	101,781	600,581	92,326	50.9
DECATUR (Macon) . . . **Over 50%:** Macon; **20 - 49%:** Moultrie, Piatt, Shelby.	188.3	71.3	2,252,962	930,568	183,973	125,681	46,091	216,605	38,472	52.0
JOLIET (Will) . . . **20 - 49%:** Grundy, Will.	383.6	125.6	4,598,076	1,515,522	290,386	156,693	44,510	359,110	78,536	36.4
KANKAKEE (Kankakee) . . . **Over 50%:** Kankakee; **20 - 49%:** Iroquois.	136.9	49.6	1,420,439	597,534	130,506	67,039	27,818	142,656	25,675	57.3
LAKE COUNTY (Lake) . . . **20 - 49%:** Lake.	472.6	156.6	7,232,102	2,875,529	417,838	246,110	127,245	1,026,037	120,858	24.9

GCN

AURORA Beacon-News (312) 844-5858
JOLIET Herald-News (815) 729-6137
ELGIN Courier-News (312) 888-7790
WHEATON Daily Journal (312) 231-7971
LAKE CO. News-Sun (312) 336-7000

GREATER CHICAGO NEWSPAPERS

WISCONSIN
McHENRY
LAKE
COOK
ELGIN
KANE
DuPAGE
WHEATON
AURORA
INDIANA
KENDALL
JOLIET
WILL
GRUNDY

In the Chicago market, Greater Chicago Newspapers have always been a "market apart," reaching households NOT reached by the Chicago Sun-Times and the Chicago Tribune.

Greater Chicago Newspapers now reach over 167,000 households in affluent Lake, Kane, Will, Kendall and Grundy counties. These same counties have an average EBI of nearly $32,000 and represent some of the strongest buying power in the nation.

Recent data ranking household buying power in 315 metropolitan areas across the nation places Lake County, IL, as 5th; Will and Grundy counties,12th; and Kane and Kendall counties, 17th!

To complete your Chicago buy, you need GCN — the "market apart," ideal for upscale marketers.

Source: 1984 Sales and Marketing Management's Survey of Buying Power

★ 22% Group Discount Rate ★ News Plan Discounts
★ 96% Home Delivery ★ SAU Price Structure

Copley Newspapers

A MARKET APART

Represented Nationally by Sawyer, Ferguson, Walker Co., Inc.

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985									% Hslds Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
ILLINOIS (cont.)										
PEORIA (Peoria) . . . **Over 50%:** Peoria, Tazewell; **20 - 49%:** Fulton, Marshall, Stark, Woodford.	435.0	161.8	5,567,238	2,103,566	445,272	270,632	97,310	500,073	69,773	54.9
QUINCY (Adams) . . . **Over 50%:** Adams; **20 - 49%:** Brown, Hancock, Pike; MO.: Knox, Lewis.	135.9	52.4	1,277,031	672,555	137,213	94,805	25,156	189,271	19,564	50.0
ROCKFORD (Winnebago) . . . **Over 50%:** Winnebago; **20 - 49%:** Boone, Ogle.	329.7	122.1	4,006,079	1,756,184	356,021	223,732	85,999	416,047	51,633	49.1
ST. LOUIS (MO.: St. Louis; ILL.: Madison, St. Clair) . . . **Over 50%:** ILL.: Madison, St. Clair; MO.: St. Louis; **20 - 49%:** ILL.: Bond, Calhoun, Clinton, Greene, Jersey, Macoupin, Monroe, Randolph; MO.: Franklin, Gasconade, Iron, Jefferson, Lincoln, Pike, St. Charles, Ste. Genevieve, St. Francois, Warren.	2,689.7	971.2	32,323,493	16,444,706	3,423,983	2,290,164	715,536	3,879,154	457,455	52.5
SPRINGFIELD (Sangamon) . . . **Over 50%:** Sangamon; **20 - 49%:** Cass, Christian, Macoupin, Menard.	298.3	118.2	3,533,546	1,547,695	310,715	198,940	71,425	331,545	80,910	51.8
INDIANA										
ANDERSON (Madison) . . . **Over 50%:** Madison.	132.4	48.6	1,479,035	763,435	172,889	89,372	31,149	174,768	35,118	70.6
BLOOMINGTON (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Owen.	118.6	42.4	1,162,764	586,918	114,300	73,383	26,406	119,486	20,430	56.2
ELKHART-GOSHEN (Elkhart) . . . **Over 50%:** Elkhart.	145.9	52.3	1,580,775	1,018,904	216,393	81,634	23,290	380,274	33,296	50.8
EVANSVILLE (Vanderburgh) . . . **Over 50%:** Posey, Vanderburgh, Warrick; **20 - 49%:** ILL.: Gallatin, Wabash, White; IND.: Gibson, Perry, Pike, Spencer; KY.: Union.	389.0	144.9	4,232,304	2,228,806	479,506	297,336	102,314	476,943	75,247	62.6
FORT WAYNE (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Adam , De Kalb, Noble, Steuben, Wells, Whitley.	478.3	171.0	5,152,068	2,641,106	513,324	308,006	133,585	589,594	106,748	62.4
GARY-HAMMOND (Lake) . . . **Over 50%:** Lake; **20 - 49%:** Jasper, Porter.	671.0	228.4	6,898,912	3,798,798	795,540	439,051	150,530	754,596	201,864	56.3
INDIANAPOLIS (Marion) . . **Over 50%:** Hamilton, Hendricks, Marion; **20 - 49%:** Boone, Hancock, Johnson, Morgan, Putnam, Rush, Shelby.	1,257.6	460.0	14,892,405	8,281,796	1,397,126	999,541	366,376	1,990,811	355,518	65.1
KOKOMO (Howard) . . . **Over 50%:** Howard; **20 - 49%:** Tipton.	103.8	38.4	1,267,793	677,822	123,821	79,532	23,075	172,763	30,259	66.4
LAFAYETTE-WEST LAFAYETTE (Tippecanoe) . . . **Over 50%:** Benton, Tippecanoe; **20 - 49%:** Carroll, White.	176.8	62.7	1,869,280	969,548	167,645	123,850	35,734	240,428	40,327	46.8
MUNCIE (Delaware) . . . **Over 50%:** Delaware; **20 - 49%:** Blackford, Jay, Randolph.	193.3	69.3	1,927,376	1,062,708	217,764	112,668	56,562	218,310	52,165	62.8
SOUTH BEND-MISHAWAKA (St. Joseph) . . . **Over 50%:** St. Joseph; **20 - 49%:** Marshall, Starke; MICH.: Cass.	352.6	128.6	3,779,365	1,945,629	357,253	239,482	124,411	452,124	90,230	60.7
TERRE HAUTE (Vigo) . . . **Over 50%:** Vigo; **20 - 49%:** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	207.4	77.2	2,019,049	1,260,756	233,564	140,763	38,927	275,544	39,217	44.8
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%:** Linn; **20 - 49%:** Benton, Cedar, Delaware, Iowa, Jones.	271.1	103.3	3,131,335	1,375,593	310,121	197,620	56,218	293,624	42,016	55.8

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PEORIA

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National Representatives CWO&O

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
IOWA (cont.)										
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	446.2	167.9	5,566,089	2,506,088	507,019	338,269	101,781	600,581	92,326	50.9
DES MOINES (Polk) . . . **Over 50%:** Polk; **20 - 49%:** Adair, Audubon, Boone, Buena Vista, Calhoun, Carroll, Clarke, Clay, Dallas, Decatur, Dickinson, Emmet, Floyd, Greene, Guthrie, Hamilton, Hancock, Hardin, Henry, Humboldt, Jasper, Keokuk, Kossuth, Lucas, Madison, Marion, Marshall, Mitchell, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Warren, Wayne, Winnebago, Wright.	1,032.6	400.8	11,566,891	5,538,660	1,291,715	579,196	224,684	1,327,611	149,578	38.9
DUBUQUE (Dubuque) . . . **Over 50%:** Dubuque; **20 - 49%:** ILL.: Jo Daviess; WIS.: Grant.	169.0	58.0	1,621,071	785,547	166,566	99,283	35,169	172,307	25,851	51.9
SIOUX CITY (Woodbury) . . . **Over 50%:** Woodbury; NEB.: Dakota; **20 - 49%:** IA.: Cherokee, Ida, Monona, O'Brien, Plymouth, Sioux; NEB.: Dixon, Thurston; S.D.: Union.	253.9	94.7	2,411,217	1,283,568	287,788	132,052	45,067	323,210	37,669	51.1
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%:** Black Hawk; **20 - 49%:** Bremer, Buchanan, Butler, Chickasaw, Grundy, Howard.	239.1	88.0	2,640,591	1,079,370	240,434	121,325	42,187	259,821	38,243	49.7
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%:** Reno; **20 - 49%:** Clark, Comanche, Edwards, Gray, Greeley, Hamilton, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rice, Rush, Scott, Stafford, Stanton, Wichita.	193.2	74.2	2,160,814	950,696	222,250	62,374	43,039	291,287	25,593	44.8
KANSAS CITY (MO.: Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Leavenworth, Linn, Miami; MO.: Bates, Carroll, Clinton, Henry, Johnson, Ray, Saline.	1,645.3	614.7	21,082,038	11,064,868	2,080,144	1,500,919	435,149	2,808,033	319,865	76.3
SALINA (Saline) . . . **Over 50%:** Lincoln, Ottawa, Saline; **20 - 49%:** Cloud, Dickinson, Ellsworth, Jewell, Mitchell, Osborne, Republic, Smith.	131.8	52.3	1,347,862	749,969	162,705	63,067	35,787	197,597	21,718	45.2
TOPEKA (Shawnee) . . . **Over 50%:** Shawnee; **20 - 49%:** Jackson, Jefferson, Marshall, Nemaha, Osage, Pottawatomie, Wabaunsee, Washington.	260.7	99.7	3,226,570	1,349,341	312,055	158,563	52,291	317,155	48,483	54.9
WICHITA (Sedgwick) . . . **Over 50%:** Sedgwick; **20 - 49%:** Barber, Butler, Comanche, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	542.3	207.4	7,452,854	3,177,991	649,569	429,845	149,311	810,897	73,506	49.6

South Bend keeps ranking among "Middle America honor roll of test markets"!

"As a result of some dramatic population changes in the latest census data," a leading ad agency's Senior Media Vice President reports, "we dropped 17 cities from our list of recommended test markets, added 18, and still name South Bend, Indiana among 8 cities we consider the 'most average of the average' – a sort of Middle America honor roll of test markets."

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South Bend Tribune

Albert E. Petersohn, General Advertising Manager
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KENTUCKY

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	1980	1985	Growth
Population	322,200	330,700	+3%
EBI	$2.5 billion	$3.7 billion	+51%
EBI/HH	$21,170	$30,194	+43%
Retail Sales	$1.7 billion	$2.1 billion	+25%
RS/HH	$14,320	$16,906	+18%

Sources: 1981, 1986 S&MM Survey of Buying Power

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
KENTUCKY										
LEXINGTON-FAYETTE (Fayette) . . . **Over 50%:** Fayette, Woodford; **20 - 49%:** Anderson, Bourbon, Clark, Franklin, Garrard, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Powell, Scott.	532.2	195.3	5,576,375	2,943,985	586,610	405,994	127,573	621,598	101,584	43.7
LOUISVILLE (Jefferson) . . . **Over 50%:** Jefferson, Oldham; **20 - 49%:** IND.: Clark, Crawford, Floyd, Harrison, Scott; KY.: Bullitt, Hardin, Henry, Larue, Marion, Nelson, Shelby, Spencer, Taylor, Washington.	1,205.4	432.6	12,851,698	6,473,497	1,309,657	903,131	298,094	1,357,629	267,958	59.1
OWENSBORO (Daviess) . . . **Over 50%:** Daviess; **20 - 49%:** Hancock, McLean, Muhlenberg, Ohio.	163.3	58.8	1,574,725	847,215	205,908	116,394	34,880	174,874	38,532	53.8
PADUCAH (McCracken) . . . **Over 50%:** McCracken; **20 - 49%:** ILL.: Massac; KY.: Ballard, Carlisle, Livingston, Lyon, Marshall.	133.8	52.3	1,376,435	657,914	151,360	66,022	28,657	134,219	27,281	47.5
LOUISIANA										
ALEXANDRIA (Rapides) . . . **Over 50%:** Rapides; **20 - 49%:** Avoyelles, Grant, La Salle.	223.6	78.0	1,894,871	908,586	210,443	127,841	41,641	188,223	38,524	43.3
BATON ROUGE (East Baton Rouge) . . . **Over 50%:** East Baton Rouge; **20 - 49%:** Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, West Baton Rouge, West Feliciana.	646.8	218.5	6,680,944	3,430,158	816,171	472,829	203,371	626,060	102,080	46.6
LAFAYETTE (Lafayette) . . . **20 - 49%:** Lafayette.	170.2	60.8	2,006,509	1,483,758	257,024	220,329	76,238	269,081	34,144	42.4
LAKE CHARLES (Calcasieu) . . . **Over 50%:** Calcasieu, Cameron; **20 - 49%:** Beauregard, Jefferson Davis.	253.2	87.4	2,445,226	1,360,676	355,790	139,620	65,370	240,338	56,030	43.8
MONROE (Ouachita) . . . **20 - 49%:** Ouachita, Richland, Union.	190.9	66.7	1,611,334	971,720	196,354	130,650	53,493	201,557	39,656	40.3

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FOR RESULTS
(See page 96)

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985									% Hslds Cov Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl ($000)	Auto-motive ($000)	Drug ($000)	
LOUISIANA (cont.)										
NEW ORLEANS (Orleans) . . . **Over 50%:** Jefferson, Orleans, Plaquemines, St. Bernard; **20 - 49%:** St. Charles, St. James, St. John the Baptist, St. Tammany.	1,397.8	508.5	14,704,534	8,054,132	1,921,579	916,855	471,753	1,237,370	349,812	48.4
SHREVEPORT (Caddo) . . . **Over 50%:** Bossier, Caddo; **20 - 49%:** Bienville, Claiborne, De Soto, Red River, Webster.	482.4	176.7	4,924,561	2,556,145	569,391	345,327	131,954	479,631	77,133	49.3
MAINE										
BANGOR (Penobscot) . . . **Over 50%:** Hancock, Penobscot, Piscataquis, Washington; **20 - 49%:** Aroostook, Knox, Waldo.	389.4	139.2	3,527,739	2,074,685	517,264	208,978	58,906	440,950	70,015	53.8
LEWISTON-AUBURN (Androscoggin) . . . **Over 50%:** Androscoggin; **20 - 49%:** Franklin, Oxford.	180.8	66.7	1,751,412	923,529	236,830	87,971	23,144	218,360	28,327	64.2
PORTLAND (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Lincoln, Sagadahoc, York.	443.1	166.5	4,934,964	3,203,388	704,488	258,763	87,571	607,447	89,949	48.9
WATERVILLE (Kennebec) . . . **Over 50%:** Somerset; **20 - 49%:** Franklin, Kennebec.	191.5	69.6	1,862,280	1,085,384	249,439	104,567	38,889	253,523	31,715	34.9
MARYLAND										
BALTIMORE (Baltimore, Anne Arundel) . . . **Over 50%:** Anne Arundel; **20 - 49%:** Baltimore, Harford, Howard, Queen Anne's, Worcester.	2,214.1	804.4	26,181,972	13,528,389	2,603,639	1,586,628	653,448	3,032,056	484,320	45.2
CUMBERLAND (Allegany) . . . **Over 50%:** Allegany; **20 - 49%:** W.VA.: Mineral.	105.8	39.6	988,106	528,632	109,850	98,269	24,101	94,119	24,339	67.5
HAGERSTOWN (Washington) . . . **Over 50%:** Washington.	114.1	40.5	1,156,175	688,856	117,310	83,708	31,613	137,212	26,803	77.9
SALISBURY (Wicomico) . . . **Over 50%:** Wicomico; **20 - 49%:** Somerset, Worcester.	123.5	45.6	1,154,039	943,126	180,857	102,695	46,899	215,017	29,489	48.1
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,696.0	1,363.9	59,603,353	26,141,801	4,916,796	3,163,242	1,617,031	6,195,787	929,438	68.1
MASSACHUSETTS										
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON (Suffolk, Essex, Middlesex, Plymouth, Norfolk) . . . **Over 50%:** Essex, Middlesex, Norfolk, Plymouth, Suffolk; **20 - 49%:** Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,113.1	1,531.6	59,155,111	31,413,987	5,740,652	3,343,481	1,358,057	6,137,052	1,028,353	71.1
HYANNIS (Barnstable) . . . **Over 50%:** Barnstable.	174.6	71.5	2,293,643	1,710,734	332,066	143,958	63,174	285,012	53,832	55.5

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- #1 in retail advertising among Mass. daily pepers

Source: ABC Publisher's statement 3/31/86. NENA Linage Report 7/31/86
S&MM Survey of Buying Power 7/28/86.

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(SEE PAGE 96)

	S&MM ESTIMATES 1985										
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MASSACHUSETTS (cont.)										
NEW BEDFORD-FALL RIVER-ATTLEBORO (Bristol) . . . **20 - 49%:** Bristol.	492.9	179.5	5,321,074	3,399,546	912,364	342,014	119,202	674,769	92,906	41.5
PITTSFIELD (Berkshire) . . . **Over 50%:** Berkshire.	143.1	54.7	1,749,044	1,033,858	243,157	98,841	27,569	191,258	32,085	56.0
SPRINGFIELD (Hampden) . . . **Over 50%:** Hampden; **20 - 49%:** Hampshire.	586.1	213.3	6,637,123	3,785,230	816,653	483,121	141,415	684,900	126,836	60.9
WORCESTER-FITCHBURG-LEOMINSTER (Worcester) . . . **Over 50%:** Worcester.	662.9	241.8	8,313,188	3,905,423	755,828	512,794	135,334	771,669	147,949	55.5
MICHIGAN										
ANN ARBOR (Washtenaw) . . . **20 - 49%:** Washtenaw.	271.7	98.4	3,594,480	1,786,706	266,624	274,826	104,092	393,176	61,874	45.6
BATTLE CREEK (Calhoun) . . . **20 - 49%:** Calhoun.	138.1	51.6	1,599,929	733,024	131,263	121,053	24,464	153,140	31,835	48.1
BENTON HARBOR (Berrien) . . . **20 - 49%:** Berrien, Van Buren.	235.6	85.8	2,438,357	1,022,348	217,723	135,906	24,516	211,043	36,599	40.6
DETROIT (Wayne, Macomb, Monroe, Oakland, St. Clair) . . . **Over 50%:** Macomb, Monroe, Oakland, St. Clair, Wayne; **20 - 49%:** Antrim, Cheboygan, Chippewa, Crawford, Emmet, Ingham, Iosco, Isabella, Lapeer, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	5,213.2	1,886.6	63,815,453	31,246,317	5,794,413	3,671,032	1,556,416	7,376,053	1,467,262	72.4
FLINT (Genesee) . . . **Over 50%:** Genesee.	440.0	158.5	4,802,031	2,775,821	459,007	511,501	123,161	673,070	117,678	63.6
GRAND RAPIDS (Kent) . . . **Over 50%:** Kent; **20 - 49%:** Ottowa.	633.1	226.2	7,788,549	3,979,479	604,221	631,008	245,439	964,976	97,265	52.4

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The Springfield Newspapers hit home — to one of the fastest growing marketplaces in New England.

Springfield Newspapers
Morning Union • Evening Daily News • Sunday Republican

Represented nationally by Newhouse Newspapers
Source: Belden Continuing Market Study, 1984

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85 Total Pop (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov Total Area
MICHIGAN (cont.)										
JACKSON (Jackson) . . . **Over 50%:** Jackson.	148.0	51.3	1,747,261	734,631	125,239	150,798	29,089	120,397	29,294	66.3
KALAMAZOO (Kalamazoo) . . . **Over 50%:** Kalamazoo; **20 - 49%:** Van Buren.	286.5	104.8	3,402,145	1,680,778	269,120	288,311	110,085	351,860	47,629	50.9
LANSING-EAST LANSING (Ingham) . . . **20 - 49%:** Clinton, Eaton, Ingham.	427.8	150.6	5,191,086	2,588,353	459,659	428,072	135,753	590,120	62,434	42.1
MUSKEGON (Muskegon) . . . **Over 50%:** Muskegon; **20 - 49%:** Oceana.	178.7	63.9	1,889,226	798,393	169,229	148,412	31,961	153,890	28,775	63.0
SAGINAW-BAY CITY-MIDLAND (Saginaw, Bay) . . . **Over 50%:** Bay, Saginaw; **20 - 49%:** Arenac, Ogemaw, Tuscola.	432.1	150.7	4,281,841	2,540,261	473,306	392,769	127,413	575,110	77,752	57.3
MINNESOTA										
DULUTH (St. Louis) . . . **Over 50%:** Carlton; **20 - 49%:** Cook, Itasca, Lake, St. Louis; WIS.: Douglas.	350.6	131.0	3,663,068	1,913,386	417,444	233,171	58,644	342,775	57,481	44.4
FARGO-MOORHEAD (N.D.: Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	254.5	92.1	2,868,471	1,490,503	245,104	147,344	57,406	431,794	36,932	49.7
MANKATO (Blue Earth) . . . **Over 50%:** Blue Earth, Nicollet; **20 - 49%:** Le Sueur, Waseca, Watonwan.	135.4	48.0	1,336,363	697,773	146,069	55,851	30,211	177,599	26,743	48.5

How do you reach a market with more spending money than New York, Philadelphia, and San Diego?

Answer below.

Only the Worcester Telegram and Gazette deliver Worcester County, Massachusetts, the prosperous market whose Median Household EBI is greater than New York's, San Diego's and Philadelphia's. For more facts on the Worcester Market, call Ad Director Bob Ballantine at (617) 793-9295 and ask for a copy of the new "Worcester Facts" market kit.

Source: Sales & Marketing Management's 1985 Survey of Buying Power. Call CWO & O for details.

Worcester
TELEGRAM & GAZETTE

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985									% Hslds. Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
MINNESOTA (cont.)										
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%:** Dakota, Hennepin, Ramsey, Washington; **20 - 49%:** Anoka, Big Stone, Carver, Chippewa, Chisago, Douglas, Isanti, Lac qui Parle, Le Sueur, McLeod, Mille Lacs, Redwood, Rice, Scott, Stevens, Traverse, Wright; WIS.: Pierce, St. Croix.	2,506.7	932.9	34,032,454	17,411,752	3,109,941	2,466,740	749,041	4,195,262	439,388	52.9
ROCHESTER (Olmsted) . . . **Over 50%:** Olmsted; **20 - 49%:** Dodge, Fillmore, Wabasha.	153.7	56.2	1,765,765	1,052,551	202,303	135,037	36,971	285,508	32,949	61.2
ST. CLOUD (Stearns) . . . **Over 50%:** Benton, Stearns.	141.9	44.8	1,320,779	1,290,587	159,293	111,380	31,630	192,987	23,539	50.6
MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Hancock, Stone.	208.9	73.8	1,923,016	1,082,965	214,823	160,264	41,715	275,886	43,808	54.4
JACKSON (Hinds) . . . **Over 50%:** Hinds; **20 - 49%:** Copiah, Madison, Rankin.	421.6	148.3	4,192,370	2,223,655	432,247	325,815	102,137	561,087	89,706	45.7
TUPELO (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Tippah, Union.	229.9	82.8	1,712,492	1,026,266	228,735	143,914	48,220	256,831	37,054	36.5
MISSOURI										
JOPLIN (Jasper) . . . **Over 50%:** Jasper; **20 - 49%:** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	185.6	69.8	1,689,212	1,014,246	231,078	143,786	34,729	257,949	21,693	47.2
KANSAS CITY (Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Leavenworth, Linn, Miami; MO.: Bates, Carroll, Clinton, Henry, Johnson, Ray, Saline.	1,645.3	614.7	21,082,038	11,064,868	2,080,144	1,500,919	435,149	2,808,033	319,865	76.3
ST. JOSEPH (Buchanan) . . . **Over 50%:** KAN.: Doniphan; MO.: Andrew, Buchanan, De Kalb, Gentry, Holt; **20 - 49%:** MO.: Atchison, Caldwell, Clinton, Daviess, Harrison, Nodaway, Worth.	212.3	78.5	2,034,849	1,050,225	252,617	128,324	30,122	265,747	20,933	70.5
ST. LOUIS (St. Louis; ILL.: Madison, St. Clair) . . . **Over 50%:** ILL.: Madison, St. Clair; MO.: St. Louis; **20 - 49%:** ILL.: Bond, Calhoun, Clinton, Greene, Jersey, Macoupin, Monroe, Randolph; MO.: Franklin, Gasconade, Iron, Jefferson, Lincoln, Pike, St. Charles, Ste. Genevieve, St. Francois, Warren.	2,689.7	971.2	32,323,493	16,444,706	3,423,983	2,290,164	715,536	3,879,154	457,455	52.5

How To Focus On The Money In The Twin Cities.

In proportion to the population, there are an *extremely* large number of upscale financial sophisticates living in Minneapolis and St. Paul.

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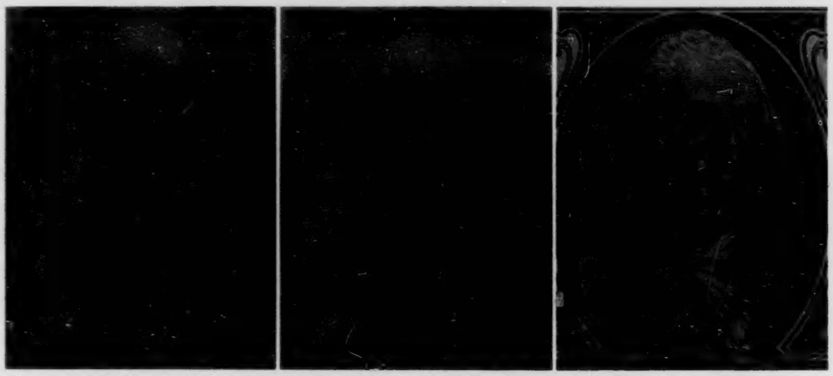

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	
MISSOURI (cont.)										
SPRINGFIELD (Greene) . . . **20 - 49%:** Christian, Dade, Greene, Polk, Taney, Webster.	298.9	111.5	3,024,804	1,807,193	373,169	283,803	82,425	442,376	44,440	41.8
MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%:** Stillwater, Yellowstone; **20 - 49%:** Big Horn, Carbon, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Musselshell, Park, Petroleum, Powder River, Prairie, Richland, Roosevelt, Rosebud, Sheridan, Sweet Grass, Treasure, Valley, Wheatland, Wibaux; WYO.: Big Horn, Park.	307.5	117.6	3,072,933	2,011,237	460,395	197,913	95,783	398,004	66,354	46.5
GREAT FALLS (Cascade) . . . **Over 50%:** Cascade; **20 - 49%:** Blaine, Chouteau, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Teton, Toole.	155.5	59.5	1,519,053	840,592	181,573	85,897	47,210	185,161	40,232	49.9
MISSOULA (Missoula) . . . **Over 50%:** Missoula; **20 - 49%:** Granite, Lake, Mineral, Ravalli, Sanders.	142.1	55.4	1,327,917	662,766	160,419	61,111	33,474	128,541	21,646	47.0
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%:** Greeley, Hall, Howard, Merrick, Sherman; **20 - 49%:** Garfield, Hamilton, Nance, Valley.	95.3	35.4	871,888	539,738	81,531	84,753	25,467	121,428	11,988	64.4
LINCOLN (Lancaster) . . . **Over 50%:** Lancaster, Saline, Seward; **20 - 49%:** Butler, Fillmore, Gage, Jefferson, Johnson, Otoe, Pawnee, Saunders, Thayer.	337.3	128.9	4,138,516	1,703,281	336,298	215,983	81,922	375,596	59,773	57.8
OMAHA (Douglas) . . . **Over 50%:** Douglas, Sarpy; **20 - 49%:** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Antelope, Blaine, Boone, Boyd, Brown, Buffalo, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawson, Deuel, Dodge, Furnas, Garden, Grant, Greeley, Harlan, Holt, Kearney, Nemaha, Otoe, Phelps, Platte, Polk, Richardson, Rock, Saunders, Thurston, Valley, Washington, Wayne.	1,074.8	401.6	12,438,209	6,157,290	1,219,242	706,868	341,146	1,515,340	180,206	45.9
NEVADA										
LAS VEGAS (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Lincoln, Nye.	572.6	230.8	6,776,018	4,174,158	864,591	537,264	230,153	811,246	160,106	66.9
RENO (Washoe) . . . **20 - 49%:** Carson City, Churchill, Humboldt, Lyon, Pershing, Washoe.	300.8	125.5	3,80[illegible],434	2,631,516	548,898	356,176	102,813	486,270	81,096	39.5
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **Over 50%:** Hillsborough; **20 - 49%:** Coos.	335.9	123.1	4,525,580	2,728,723	525,814	441,438	126,531	571,752	67,191	53.7
PORTSMOUTH-DOVER-ROCHESTER (Strafford) . . . **Over 50%:** Strafford.	91.5	32.7	1,065,030	518,227	134,394	27,154	15,464	123,246	13,281	56.3

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FOR RESULTS
(See page 96)

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#35 HH with EBI $50,000 +

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#48 Households

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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1985										
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **Over 50%:** Atlantic; **20 - 49%:** Cape May.	305.1	118.8	3,539,276	2,276,243	484,932	202,991	91,137	392,788	67,342	55.3
BERGEN-PASSAIC (Bergen, Passaic) . . . **Over 50%:** Passaic; **20 - 49%:** Bergen.	1,293.4	476.7	20,712,344	10,080,540	1,919,563	1,143,155	659,399	1,941,861	294,094	50.6
JERSEY CITY (Hudson) . . . **20 - 49%:** Hudson.	552.9	212.7	6,149,669	2,605,408	700,727	119,497	135,836	430,981	88,276	40.4
MIDDLESEX-SOMERSET-HUNTERDON (Middlesex, Somerset) . . . **Over 50%:** Middlesex; **20 - 49%:** Somerset.	834.7	292.6	12,715,326	5,807,998	1,254,305	676,988	426,308	1,087,900	151,873	48.7
MONMOUTH-OCEAN (Monmouth) . . . **Over 50%:** Monmouth; **20 - 49%:** Ocean.	946.2	354.1	13,875,891	5,996,481	1,308,746	572,997	256,330	1,543,140	161,636	43.3

Reach the Greenest Coverage in the Garden State in the Daily Record.

Daily Record
Morris East

Morris County's $52,541 is the highest EBI per household in New Jersey
(Source: 1986 SM&M Survey of Buying Power)

Morris County is currently #2 in U.S. median EBI per household at $42,445
(Source: 1986 SM&M Survey of Buying Power)

Morris County is #1 in median household income in the New York ADI
(Source: 1986 SM&M Survey of Buying Power)

58% of all adults earning $50,000 plus per year in Morris County read the Daily Record (Source: Belden Associates, 1985)

The Daily Record reaches the richest county in New Jersey and one of the richest counties in the U.S.

For the Greenest Coverage in the Garden State

The Daily Record A Colorful Part of Your Life

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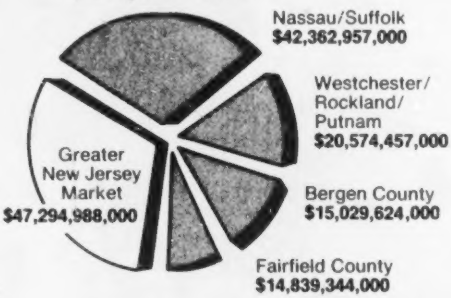
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
NEW JERSEY (cont.)										
NEWARK (Essex, Morris, Union) . . . **Over 50%:** Morris, Union; **20 - 49%:** Essex, Middlesex, Somerset, Sussex.	2,715.6	969.5	40,689,297	17,027,192	3,721,600	1,641,270	1,133,648	3,405,169	491,013	47.1
PHILADELPHIA (PENN.: Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Salem.	4,876.0	1,780.8	60,233,805	28,626,200	5,624,720	3,467,248	1,393,386	6,081,281	959,633	65.7
TRENTON (Mercer) . . . **Over 50%:** Mercer.	312.9	111.7	4,477,588	2,062,206	428,191	269,447	104,402	355,623	65,386	85.9
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **Over 50%:** Bernalillo; **20 - 49%:** Guadalupe, Los Alamos, Socorro, Valencia.	547.5	205.3	5,860,512	3,153,105	677,730	372,736	180,675	687,350	89,823	57.5
NEW YORK										
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%:** Albany, Rensselaer, Schenectady; **20 - 49%:** Montgomery, Saratoga, Schoharie.	851.0	315.5	10,403,314	4,909,593	1,141,561	500,919	241,490	1,004,565	178,099	71.2
BINGHAMTON (Broome) . . . **Over 50%:** Broome; **20 - 49%:** Chenango, Tioga; PENN.: Susquehanna.	362.2	131.6	4,038,708	1,749,270	425,188	178,059	74,751	377,553	78,586	61.0

#1 Suburban market in the New York ADI

Compare EBI's



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The Star-Ledger

New Jersey's Largest Newspaper
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Star-Ledger Plaza, Newark, N.J. 07101
Represented Nationally by Newhouse Newspapers

Sources: S & MM Survey of Buying Power, 1986; ABC FasFax 3/31/86; The Scarborough Report, 1986. The Greater New Jersey Market is Essex, Middlesex, Monmouth, Morris, Somerset & Union Counties.

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ALL-TIME HIGH
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TIMES UNION
Mornings and Sunday
Knickerbocker News
Evenings

HEARST NEWSPAPERS

*Single insertion each: daily & Sunday Times Union, The Knickerbocker News

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds Cov. Total Area
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NEW YORK (cont.)										
BUFFALO (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Niagara, Wyoming.	1,243.3	454.7	14,044,184	6,276,061	1,627,476	703,033	281,001	1,226,246	298,325	65.1
ELMIRA (Chemung) . . . **Over 50%:** Chemung; **20 - 49%:** Schuyler; PENN.: Tioga.	156.5	55.6	1,494,970	698,575	143,605	108,259	23,775	152,281	29,213	53.0
GLENS FALLS (Warren) . . . **Over 50%:** Warren, Washington.	114.7	40.0	1,179,721	675,050	167,296	68,181	17,362	130,927	28,378	67.1
JAMESTOWN (Chautauqua) . . . **20 - 49%:** Chautauqua.	149.5	55.1	1,576,239	663,494	176,529	71,963	24,599	140,080	24,964	48.3

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985										% Hslds. Cov. Total Area
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NEW YORK (cont.)											
NASSAU-SUFFOLK (Suffolk) . . . **Over 50%:** Nassau, Suffolk.	2,701.0	873.6	42,362,957	19,423,148	3,948,868	2,052,151	1,262,125	3,584,412	555,344		56.3
NEW YORK (New York City, Rockland, Westchester) . . . **Over 50%:** New York City, Rockland, Westchester; **20 - 49%:** CONN.: Fairfield; N.J.: Bergen, Hudson, Union; N.Y.: Dutchess, Nassau, Putnam, Suffolk.	14,104.4	5,316.2	198,124,941	81,516,450	16,604,036	8,665,379	5,476,877	12,946,962	2,598,778		50.3
NIAGARA FALLS (Niagara) . . . **20 - 49%:** Niagara.	218.6	80.1	2,480,297	988,495	265,683	132,153	32,236	192,267	46,213		35.2
OLEAN (Cattaraugus) . . . **20 - 49%:** Allegany, Cattaraugus; PENN.: Potter.	161.8	55.8	1,395,146	571,918	159,729	55,870	19,431	127,817	22,068		37.7
ORANGE COUNTY (Orange) . . . **Over 50%:** Orange; **20 - 49%:** Sullivan.	349.0	117.7	3,870,820	1,943,775	470,331	239,452	84,299	373,689	54,910		56.2
POUGHKEEPSIE (Dutchess) . . . **20 - 49%:** Dutchess.	258.8	87.6	3,355,281	1,401,695	336,321	150,336	58,133	283,625	44,078		44.5
ROCHESTER (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Livingston, Ontario, Wayne.	959.7	351.9	12,523,176	5,437,334	1,172,925	581,274	275,176	1,278,446	219,954		62.7
SYRACUSE (Onondaga) . . . **Over 50%:** Onondaga; **20 - 49%:** Cayuga, Madison, Oswego.	747.0	266.1	8,797,657	3,873,673	944,572	385,476	182,333	855,187	168,023		64.8
UTICA-ROME (Oneida) . . . **Over 50%:** Oneida; **20 - 49%:** Herkimer.	323.1	115.7	3,366,294	1,589,853	389,015	163,172	69,786	298,767	83,423		52.7
WATERTOWN (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Lewis, St. Lawrence.	236.5	79.7	2,183,586	1,019,123	237,902	90,659	38,537	221,143	66,917		49.8
NORTH CAROLINA											
ASHEVILLE (Buncombe) . . . **Over 50%:** Buncombe; **20 - 49%:** Graham, Haywood, Macon, Madison, Mitchell, Swain, Transylvania, Yancey.	331.1	127.2	3,178,012	1,900,502	392,189	184,601	79,879	458,883	78,404		39.5
BURLINGTON (Alamance) . . . **Over 50%:** Alamance.	100.5	38.2	1,044,196	763,657	147,208	68,802	43,070	210,610	24,946		72.1
CHARLOTTE-GASTONIA-ROCK HILL (Mecklenburg, Gaston, Rowan; S.C.: York) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Cleveland, Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,183.4	434.5	12,841,584	6,985,911	1,627,208	682,360	357,256	1,790,913	225,624		60.4
FAYETTEVILLE (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Hoke.	286.1	90.6	2,595,151	1,376,491	271,228	202,672	115,223	348,422	31,855		61.5

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Source: Survey of Buying Power, 1986

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds Cov. Total Area
NORTH CAROLINA (cont.)										
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **Over 50%:** Forsyth, Guilford; **20 - 49%:** Alleghany, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin.	1,086.2	409.9	11,952,798	6,370,163	1,287,604	674,623	378,808	1,541,124	216,787	51.5
HICKORY (Catawba) . . . **20 - 49%:** Catawba.	113.2	42.0	1,261,289	847,332	166,079	86,761	43,500	218,476	33,573	47.1
RALEIGH-DURHAM (Wake, Durham) . . . **Over 50%:** Durham, Wake; **20 - 49%:** Granville, Johnston, Orange, Person, Washington.	758.2	283.1	8,779,562	4,582,184	936,425	528,397	271,488	1,112,273	176,089	60.0
WILMINGTON (New Hanover) . . . **Over 50%:** New Hanover; **20 - 49%:** Brunswick, Pender.	184.7	68.7	1,699,344	1,111,241	248,801	138,845	48,502	251,404	33,532	54.9
NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%:** Burleigh, Morton; **20 - 49%:** Emmons, Grant, Kidder, McLean, Mercer, Oliver.	135.8	47.9	1,552,821	753,668	132,051	92,253	28,525	216,291	21,186	50.9
FARGO-MOORHEAD (Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	254.5	92.1	2,868,471	1,490,503	245,104	147,344	57,406	431,794	36,932	49.7
GRAND FORKS (Grand Forks) . . . **Over 50%:** Grand Forks; **20 - 49%:** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Pembina, Traill, Walsh.	206.1	72.5	2,198,585	1,111,019	197,002	124,153	44,822	334,100	26,139	47.6
MINOT (Ward) . . . **Over 50%:** Bottineau, Burke, McHenry, Mountrail, Renville, Ward; **20 - 49%:** Divide, McLean, Pierce, Wells.	124.2	43.5	1,378,200	713,162	114,658	70,086	35,775	217,653	18,361	58.0

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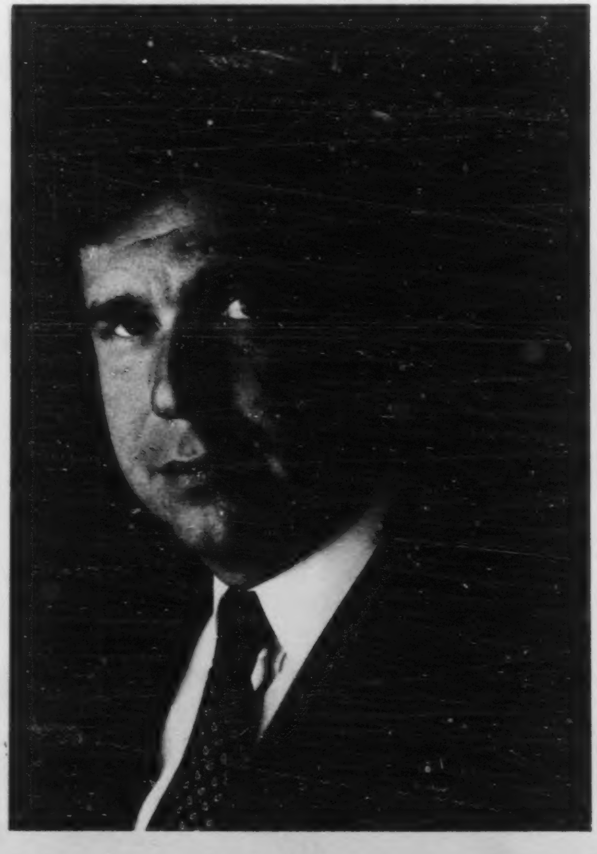
S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985										% Hslds. Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)		
OHIO											
AKRON (Summit) . . . **Over 50%:** Summit; **20 - 49%:** Medina.	632.1	233.9	7,295,626	3,619,183	799,523	440,395	127,680	714,636	148,710		58.3
CANTON (Stark) . . . **20 - 49%:** Stark.	381.6	138.8	4,125,381	2,178,101	492,541	267,519	88,076	447,050	76,382		41.1
CINCINNATI (Hamilton) . . . **Over 50%:** KY.: Boone, Campbell, Kenton; OHIO: Hamilton; **20 - 49%:** IND.: Dearborn, Ohio, Ripley; KY.: Bracken, Gallatin, Grant, Pendleton; OHIO: Brown, Butler, Clermont.	1,678.3	619.0	19,390,136	9,615,229	1,988,930	1,424,630	423,425	1,979,039	385,465		48.6
CLEVELAND (Cuyahoga, Lake) . . . **Over 50%:** Cuyahoga, Lake; **20 - 49%:** Geauga, Medina.	1,873.4	715.2	22,986,935	12,133,621	2,460,506	1,670,956	612,202	2,393,463	595,740		60.9



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STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985										% Hslds Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)		
OHIO (cont.)											
COLUMBUS (Franklin) . . . **Over 50%:** Franklin; **20 - 49%:** Delaware, Fairfield, Madison, Pickaway, Union.	1,163.6	443.0	13,665,359	7,535,048	1,448,719	981,325	395,215	1,732,434	235,976	47.6
DAYTON-SPRINGFIELD (Montgomery, Clark) . . . **Over 50%:** Clark, Montgomery; **20 - 49%:** Champaign, Darke, Greene, Miami, Preble.	1,059.1	400.4	12,456,744	5,813,159	1,208,911	760,053	277,875	1,233,419	184,620	60.8
DOVER (Tuscarawas) . . . **Over 50%:** Tuscarawas; **20 - 49%:** Harrison.	104.1	39.0	1,001,488	446,116	98,918	44,360	19,667	111,117	15,298	64.8
FINDLAY (Hancock) . . . **Over 50%:** Hancock.	64.9	24.5	791,190	335,260	66,358	44,209	12,637	88,296	11,575	72.2
HAMILTON-MIDDLETOWN (Butler) . . . **20 - 49%:** Butler.	273.6	96.8	3,003,333	1,196,047	288,101	136,771	39,727	285,671	47,017	28.7
LIMA (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Putnam.	146.6	51.6	1,466,717	846,143	162,957	145,762	27,613	174,415	30,571	64.0
LORAIN-ELYRIA (Lorain) . . . **Over 50%:** Lorain.	273.6	95.4	3,200,023	1,305,574	308,096	175,250	45,414	304,765	56,360	70.8
MANSFIELD (Richland) . . . **Over 50%:** Richland.	130.9	48.5	1,428,850	806,316	142,703	150,088	24,107	177,345	23,823	64.6
PARKERSBURG-MARIETTA (W.VA.: Wood) . . . **Over 50%:** W.VA.: Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	184.6	68.5	1,761,790	965,575	194,809	142,833	38,212	233,432	42,072	49.1
SANDUSKY (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Huron.	135.7	49.0	1,429,641	688,061	135,973	100,806	26,908	157,310	24,912	47.2
TOLEDO (Lucas) . . . **Over 50%:** Lucas; **20 - 49%:** Fulton, Henry, Ottawa, Wood.	687.0	254.9	8,045,207	4,808,857	952,316	751,471	205,046	1,002,258	202,902	56.1
WOOSTER (Wayne) . . . **Over 50%:** Wayne; **20 - 49%:** Holmes.	132.9	43.8	1,357,204	514,614	126,623	41,143	20,684	130,452	12,573	56.5
YOUNGSTOWN-WARREN (Mahoning, Trumbull) . . . **Over 50%:** Mahoning, Trumbull.	516.2	190.4	5,812,759	2,786,870	574,792	443,201	118,651	521,301	101,761	68.4
OKLAHOMA											
ENID (Garfield) . . . **Over 50%:** Alfalfa, Garfield, Grant; **20 - 49%:** Major, Woods.	99.2	38.5	1,126,846	609,033	145,309	52,626	32,565	146,430	22,039	66.9
LAWTON (Comanche) . . . **Over 50%:** Comanche; **20 - 49%:** Cotton.	124.6	41.1	1,228,546	622,356	142,156	105,244	32,758	138,324	10,980	66.5
OKLAHOMA CITY (Oklahoma) . . . **Over 50%:** Oklahoma; **20 - 49%:** Beaver, Blaine, Canadian, Cleveland, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Kingfisher, Kiowa, Logan, McClain, Marshall, Murray, Noble, Roger Mills, Washita.	1,164.5	447.7	13,593,421	8,427,091	1,619,901	958,908	455,664	2,081,507	169,952	44.6
TULSA (Tulsa) . . . **Over 50%:** Tulsa; **20 - 49%:** Craig, Creek, Mayes, Okmulgee, Rogers, Wagoner, Washington.	845.5	324.6	9,660,746	4,933,147	1,082,785	582,525	277,860	1,076,352	91,501	55.4

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OREGON										
EUGENE-SPRINGFIELD (Lane) . . . **Over 50%:** Lane.	267.9	104.3	2,677,232	1,434,241	289,200	212,866	73,423	339,498	34,565	61.5
MEDFORD (Jackson) . . . **Over 50%:** Jackson.	139.3	52.6	1,274,776	762,391	133,529	121,637	29,985	174,453	15,466	51.2
PORTLAND (Multnomah) . . . **Over 50%:** Multnomah, Washington; **20 - 49%:** Clackamas, Clatsop, Columbia, Gilliam, Grant, Harney, Hood River, Lincoln, Sherman, Tillamook, Wasco, Yamhill; WASH.: Skamania.	1,342.2	525.8	15,760,997	8,321,296	1,468,268	1,431,423	369,766	1,815,054	160,406	46.7
SALEM (Marion) . . . **Over 50%:** Marion; **20 - 49%:** Polk.	257.0	94.6	2,346,257	1,184,037	226,887	201,625	51,210	265,565	31,299	49.9
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM (Lehigh, Northampton) . . . **Over 50%:** N.J.: Warren; PENN.: Lehigh, Northampton; **20 - 49%:** PENN.: Carbon.	656.8	249.9	7,973,465	3,798,948	773,610	439,857	151,491	842,240	108,680	73.5
ALTOONA (Blair) . . . **Over 50%:** Blair.	136.0	51.0	1,270,448	742,310	166,458	104,961	39,333	176,945	26,593	60.0
BEAVER COUNTY (Beaver) . . . **Over 50%:** Beaver.	199.9	73.4	2,335,053	847,635	232,691	156,831	36,244	129,126	32,599	61.1
BUTLER (Butler) . . . **Over 50%:** Butler.	156.3	55.1	1,578,372	652,545	134,979	84,838	33,330	151,031	20,784	52.8

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STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration)	S&MM ESTIMATES 1985 POPULATION 12/31/85 Total Pop (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
PENNSYLVANIA (cont.)										
ERIE (Erie) . . . **Over 50%:** Erie.	285.3	103.3	3,109,661	1,431,057	318,335	169,249	70,095	304,999	49,874	65.9
HARRISBURG-LEBANON-CARLISLE (Dauphin, Lebanon) . . . **Over 50%:** Dauphin, Lebanon; **20 - 49%:** Cumberland, Perry.	578.8	220.7	6,991,737	3,804,955	819,214	426,289	161,686	809,029	114,002	53.5
JOHNSTOWN (Cambria) . . . **Over 50%:** Cambria; **20 - 49%:** Somerset.	262.6	95.9	2,295,880	1,032,751	250,994	127,485	47,276	221,086	33,710	48.6
LANCASTER (Lancaster) . . . **Over 50%:** Lancaster.	386.6	138.8	4,324,798	2,189,656	486,418	229,733	126,891	462,782	64,897	69.3
PHILADELPHIA (Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Salem.	4,876.0	1,780.8	60,233,805	28,626,200	5,624,720	3,467,248	1,393,386	6,081,281	959,633	65.7
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland) . . . **Over 50%:** Allegheny, Fayette, Washington, Westmoreland; **20 - 49%:** Armstrong, Greene.	2,308.3	894.1	26,554,890	12,141,176	2,609,703	1,728,214	564,952	2,655,895	401,117	63.3
POTTSVILLE (Schuylkill) . . . **20 - 49%:** Schuylkill.	160.2	62.9	1,461,943	685,777	191,402	105,992	35,286	105,792	30,951	43.4

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	S&MM ESTIMATES 1985										
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
PENNSYLVANIA (cont.)										
READING (Berks) . . . **Over 50%:** Berks.	323.4	124.5	3,742,480	2,030,255	381,145	241,465	99,781	459,063	47,423	63.3
SCRANTON-WILKES-BARRE (Lackawanna, Luzerne) . . . **Over 50%:** Lackawanna; **20 - 49%:** Luzerne, Wayne, Wyoming.	631.9	240.0	6,187,597	3,233,983	712,886	424,326	132,455	611,782	134,070	56.9
SHARON (Mercer) . . . **Over 50%:** Mercer.	128.6	47.0	1,298,181	574,066	126,314	82,026	25,872	144,608	15,339	52.4
SUNBURY (Northumberland) . . . **Over 50%:** Snyder, Union; **20 - 49%:** Northumberland.	170.6	63.0	1,497,415	790,259	175,590	98,125	33,651	182,271	30,519	39.5
WILLIAMSPORT (Lycoming) . . . **Over 50%:** Lycoming.	119.3	44.0	1,173,715	613,975	146,481	82,846	27,752	140,444	20,010	68.6
YORK (York) . . . **Over 50%:** York.	331.9	125.1	3,806,910	1,645,201	353,068	212,581	78 476	375,407	43,211	69.5
RHODE ISLAND										
PROVIDENCE-PAWTUCKET-WOONSOCKET (Providence) . . . **Over 50%:** Bristol, Kent, Providence; **20 - 49%:** Newport, Washington.	969.5	353.0	11,687,990	5,641,692	1,190,563	646,531	215,527	1,019,468	230,714	68.5
SOUTH CAROLINA										
ANDERSON (Anderson) . . . **20 - 49%:** GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Anderson, Oconee.	298.3	110.6	2,671,855	1,301,826	315,713	123,491	57,672	339,162	56,842	35.5
CHARLESTON (Charleston) . . . **Over 50%:** Charleston; **20 - 49%:** Berkeley, Colleton, Dorchester.	524.7	177.6	4,698,777	2,664,658	585,596	282,069	145,612	696,926	68,739	56.4
CHARLOTTE-GASTONIA-ROCK HILL (N.C.: Mecklenburg, Gaston, Rowan; S.C.: York) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Cleveland, Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,183.4	434.5	12,841,584	6,985,911	1,627,208	682,360	357,256	1,790,913	225,624	60.4
COLUMBIA (Richland) . . . **Over 50%:** Lexington, Richland; **20 - 49%:** Calhoun, Fairfield, Kershaw, Newberry, Saluda.	568.6	202.4	5,981,939	2,875,090	565,006	352,373	131,029	699,941	84,868	54.3
FLORENCE (Florence) . . . **20 - 49%:** Darlington, Florence.	184.1	63.9	1,490,435	941,325	190,414	108,118	38,914	239,930	35,525	40.4
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . **Over 50%:** Greenville, Spartanburg; **20 - 49%:** Cherokee, Laurens, Oconee, Pickens, Union.	788.8	290.8	7,379,901	4,140,885	948,885	479,010	207,120	913,766	143,810	49.6
MYRTLE BEACH (Horry) . . . **20 - 49%:** Horry.	126.9	47.6	1,272,706	1,116,400	231,242	106,406	83,623	227,057	29,363	50.0

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Represented Nationally By Cresmer, Woodward, O'Mara & Ormsbee, Inc.

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov Total Area
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . **Over 50%:** Pennington; **20 - 49%:** Butte, Custer, Fall River, Haakon, Jackson, Lawrence, Meade; WYO.: Weston.	156.9	58.2	1,790,795	953,555	187,479	104,165	35,526	244,005	26,699	49.0
SIOUX FALLS (Minnehaha) . . . **Over 50%:** Minnehaha; **20 - 49%:** IA.: Lyon; S.D.: Clay, Lake, Lincoln, McCook, Miner, Moody, Turner, Union.	211.8	79.8	2,482,157	1,146,718	194,794	132,268	53,563	298,1[illegible]	47,408	42.0
TENNESSEE										
CHATTANOOGA (Hamilton) . . . **Over 50%:** Hamilton; **20 - 49%:** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Marion, Rhea, Sequatchie.	469.5	173.5	4,514,161	2,625,300	631,267	333,325	131,766	589,738	69,675	49.9
JACKSON (Madison) . . . **Over 50%:** Madison; **20 - 49%:** Carroll, Chester, Crockett, Gibson, Henderson.	206.3	77.0	1,815,909	1,072,811	213,368	185,984	47,012	247,653	41,073	39.6
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington, Wise; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Dickenson, Lee, Russell, Smyth.	631.8	228.2	5,776,709	3,013,415	711,718	389,154	119,979	777,861	110,202	50.1
KNOXVILLE (Knox) . . . **Over 50%:** Knox; **20 - 49%:** Anderson, Blount, Campbell, Grainger, Jefferson, Loudon, Monroe, Morgan, Roane, Sevier, Union.	764.8	289.6	7,580,614	4,777,903	1,022,214	584,627	235,340	1,064,874	149,068	47.2
MEMPHIS (Shelby) . . . **Over 50%:** Shelby; **20 - 49%:** ARK.: Crittenden; MISS.: De Soto, Tate, Yalobusha; TENN.: Tipton.	967.4	343.7	9,675,526	6,264,657	1,241,928	863,579	332,662	1,487,180	231,566	50.3
NASHVILLE (Davidson) . . . **Over 50%:** Davidson; **20 - 49%:** Coffee, Dickson, Humphreys, Robertson, Rutherford, Sumner, Trousdale, Williamson, Wilson.	947.1	351.7	10,939,906	5,957,501	1,149,100	880,063	277,362	1,434,149	181,251	45.8

Maximize Sales; Minimize Costs

Easy to say, but not so easy to do. Yet each year sales and marketing executives nationwide set out to do just that. And along with them, every step of the way, is **Sales and Marketing Management's Survey of Selling Costs**, a one-of-its-kind survey. It's a reliable, accurate source of comparative data readers can use in planning, projections, and budgeting. **No** other publication commands their immediate attention or their repeated reference like this **Survey** does.

If what you're selling will help keep the spiralling costs of sales under control, this is a once-a-year opportunity to reach more than 50,000 sales and marketing executives as they are giving their undivided attention to managing costs.

The **1987 Survey of Selling Costs** includes sections on:

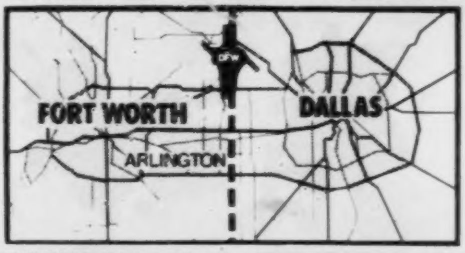
- Metro Sales Costs—travel and entertainment expenses in leading metro markets.
- Sales Meetings and Sales Training—Sales meeting costs in 30 major metropolitan markets. Average costs of sales training per salesperson.
- Transportation—fleet-car operating costs by region.
- Sales Support Activities—share of sales incentive dollar spent for merchandise and travel, and information on incentive travel costs. Audiovisual equipment purchase and rental costs.

Don't let this special advertising opportunity pass you by. Ads for the **1987 Survey of Selling Costs** (published Feb. 16) close Jan. 26, 1987.

■ For more information, please call: 212-984-2254.

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985									% Hslds. Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
TEXAS										
ABILENE (Taylor) . . . **Over 50%:** Taylor; **20 - 49%:** Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Kent, Knox, Mitchell, Nolan, Shackelford, Stephens, Stonewall.	247.6	91.2	2,443,109	1,669,004	341,422	168,871	61,186	392,565	59,258	49.4
AMARILLO (Potter) . . . **Over 50%:** Armstrong, Oldham, Potter, Randall; **20 - 49%:** Briscoe, Carson, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts, Sherman, Swisher, Wheeler.	378.9	140.3	4,217,806	2,307,329	526,345	223,415	104,821	542,169	52,802	48.6
AUSTIN (Travis) . . . **Over 50%:** Travis; **20 - 49%:** Bastrop, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	798.9	301.8	9,750,154	4,963,935	1,008,700	543,777	282,138	1,038,065	97,235	51.2
BEAUMONT-PORT ARTHUR (Jefferson) . . . **20 - 49%:** Hardin, Jasper, Jefferson, Orange, Sabine, Tyler.	461.2	165.1	5,228,471	2,664,232	577,376	329,256	114,891	561,491	80,917	38.4
BROWNSVILLE-HARLINGEN (Cameron) . . . **20 - 49%:** Cameron, Willacy.	261.0	73.9	1,778,325	1,392,813	344,333	172,318	78,699	238,089	29,373	27.9
BRYAN-COLLEGE STATION (Brazos) . . . **Over 50%:** Brazos; **20 - 49%:** Burleson, Robertson.	143.3	51.9	1,531,835	882,110	205,738	126,939	28,310	157,351	14,163	45.9
CORPUS CHRISTI (Nueces) . . . **Over 50%:** Nueces; **20 - 49%:** Aransas, Duval, Jim Wells, Kleberg, Refugio, San Patricio.	477.8	156.3	4,643,945	2,835,160	705,038	274,292	138,739	574,758	52,758	50.3
DALLAS (Dallas) . . . **Over 50%:** Dallas; **20 - 49%:** Collin, Denton, Ellis, Kaufman, Rockwall.	2,296.0	858.1	31,808,658	16,361,030	3,100,008	1,879,702	857,953	3,621,969	400,276	57.7
EL PASO (El Paso) . . . **20 - 49%:** Culberson, El Paso, Hudspeth.	551.6	164.0	4,598,510	2,514,002	505,264	385,485	138,250	461,762	52,101	47.2
FORT WORTH-ARLINGTON (Tarrant) . . . **Over 50%:** Tarrant; **20 - 49%:** Hood, Johnson, Palo Pinto, Parker, Wise.	1,260.4	463.4	16,089,542	8,141,380	1,730,429	997,630	347,187	1,830,344	186,114	51.3
GALVESTON-TEXAS CITY (Galveston) . . . **20 - 49%:** Galveston.	218.1	78.8	2,679,724	1,301,020	346,218	120,540	37,242	259,223	36,387	35.9

ONE MAJOR MARKET.



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Dallas Times Herald	3%

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SIMMONS-SCARBOROUGH 1985 STUDY OF SAN ANTONIO MSA SHOWS

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San Antonio Light

THE LIGHT LEADS IN

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- ADULT WOMEN READERSHIP
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REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE AND CRESMER, WOODWARD, O'MARA & ORMSBEE, INC.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85 Total Pop (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
TEXAS (cont.)										
HOUSTON (Harris) . . . **Over 50%:** Harris; **20 - 49%:** Austin, Brazoria, Colorado, Fort Bend, Galveston, Grimes, Liberty, Madison, Matagorda, Montgomery, Trinity, Walker, Waller, Washington, Wharton.	3,877.8	1,397.5	50,492,854	25,156,057	5,425,560	2,845,415	1,249,383	5,354,643	717,651	49.5
KILLEEN-TEMPLE (Bell) . . . **20 - 49%:** Bell, Milam.	194.8	67.4	1,856,246	1,023,581	216,041	161,292	46,669	227,328	21,958	35.3
LONGVIEW-MARSHALL (Gregg) . . . **Over 50%:** Gregg; **20 - 49%:** Morris, Upshur.	163.2	59.3	1,773,571	1,156,443	257,129	152,181	44,361	284,539	30,682	45.8
LUBBOCK (Lubbock) . . . **Over 50%:** Lubbock; **20 - 49%:** Bailey, Borden, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, Lamb, Lynn, Motley, Terry, Yoakum.	413.1	142.9	3,869,806	2,231,287	480,988	245,572	114,299	582,399	49,039	46.2
MCALLEN-EDINBURG-MISSION (Hidalgo) . . . **20 - 49%:** Hidalgo.	345.9	94.2	2,156,484	1,612,814	345,563	233,483	96,317	265,583	36,668	26.7
ODESSA (Ector) . . . **20 - 49%:** Andrews, Crane, Ector, Upton, Ward, Winkler.	191.2	67.8	2,271,673	1,642,030	333,760	208,060	93,850	385,605	30,170	41.9
SAN ANGELO (Tom Green) . . . **Over 50%:** Coke, Schleicher, Sterling, Tom Green; **20 - 49%:** Concho, Crockett, Glasscock, Irion, Kimble, McCulloch, Mason, Menard, Reagan, Runnels, Sutton, Terrell, Upton.	164.2	59.2	1,705,817	1,041,974	237,688	113,854	44,956	238,412	20,301	51.3
SAN ANTONIO (Bexar) . . . **Over 50%:** Bexar; **20 - 49%:** Atascosa, Bandera, Comal, Frio, Guadalupe, Karnes, Kendall, Kerr, Kinney, Medina, Uvalde, Wilson.	1,399.3	471.3	14,269,065	7,510,006	1,734,887	872,011	382,094	1,462,146	137,932	60.5

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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
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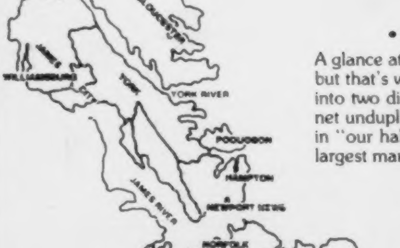
TEXAS (cont.)										
TEXARKANA (Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	135.5	49.2	1,252,007	762.359	164,775	105,642	32,599	146,008	23,697	54.0
TYLER (Smith) . . . **Over 50%:** Smith; **20 - 49%:** Van Zandt, Wood.	220.8	81.2	2,512,625	1,160,616	230,028	159,812	47,202	261,785	41,187	47.7
VICTORIA (Victoria) . . . **Over 50%:** Victoria; **20 - 49%:** Calhoun, De Witt, Goliad, Jackson, Lavaca, Refugio.	167.5	58.6	1,737,333	1,021,240	248,444	101,927	36,720	214,592	25,512	54.5
WACO (McLennan) . . . **Over 50%:** McLennan; **20 - 49%:** Bosque, Hill, Limestone.	253.6	94.1	2,527,356	1,380,853	314,698	181,232	53,897	276,709	31,344	53.2
WICHITA FALLS (Wichita) . . . **Over 50%:** Baylor, Wichita; **20 - 49%:** Archer, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Young.	212.0	79.0	2,239,063	1,284,983	252,522	184,645	62,755	287,420	34,083	58.2
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%:** Juab, Utah.	262.1	70.5	1,743,556	881,603	204,814	118,921	49,601	170,429	29,382	43.3
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%:** Box Elder, Davis, Morgan, Salt Lake, Weber; **20 - 49%:** Beaver, Carbon, Juab, Millard, Sevier, Summit, Tooele, Wasatch.	1,208.7	386.9	11,485,564	5,846,509	1,338,857	738,115	365,724	1,168,411	154,625	53.5
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%:** Chittenden, Grand Isle; **20 - 49%:** Addison, Franklin, Lamoille.	213.2	75.5	2,264,068	1,476,892	326,895	131,143	54,435	335,764	39,014	56.4
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **Over 50%:** Albemarle; **20 - 49%:** Fluvanna, Greene, Madison, Orange.	152.9	56.3	1,743,382	954,862	207,762	120,561	50,628	177,895	31,911	51.0
DANVILLE (Pittsylvania) . . . **Over 50%:** Pittsylvania.	112.8	40.3	1,092,524	474,815	117,755	40,867	18,774	116,435	22,350	58.5
FREDERICKSBURG (Spotsylvania) . . . **Over 50%:** King George, Spotsylvania, Stafford; **20 - 49%:** Caroline.	140.8	44.9	1,493,176	775,732	167,057	108,231	29,806	162,973	21,680	66.5
HARRISONBURG (Rockingham) . . . **Over 50%:** Rockingham; **20 - 49%:** Page; W.VA.: Pendleton.	109.7	37.4	958,600	550,562	129,273	83,423	29,841	102,616	19,830	66.3
JOHNSON CITY-KINGSPORT-BRISTOL (TENN.: Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington, Wise; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Dickenson, Lee, Russell, Smyth.	631.8	228.2	5,776,709	3,013,415	711,718	389,154	119,979	777,861	110,202	50.1
LYNCHBURG (Campbell) . . . **Over 50%:** Amherst, Campbell; **20 - 49%:** Appomattox, Bedford.	203.8	68.6	2,054,583	1,002,789	229,581	155,732	41,296	203,056	36,674	56.6
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS (Norfolk, Newport News) . . . **Over 50%:** Isle of Wight, James City, Newport News, Norfolk, Suffolk, Virginia Beach, York; **20 - 49%:** N.C.: Currituck, Dare, Gates; VA.: Gloucester, Mathews, Middlesex, Northampton, Southampton, Surry.	1,417.0	477.3	15,321,967	7,837,198	1,507,352	903,127	477,219	1,830,259	210,558	66.6



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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl ($000)	Auto-motive ($000)	Drug ($000)	% Hslds Cov. Total Area
VIRGINIA (cont.)										
RICHMOND-PETERSBURG (Henrico) . . . **Over 50%:** Chesterfield, Hanover, Henrico; **20 - 49%:** Amelia, Brunswick, Charles City, Cumberland, Dinwiddie, Essex, Goochland, Greensville, King and Queen, King William, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Powhatan, Prince Edward, Prince George, Richmond, Sussex.	1,026.9	362.4	11,564,749	6,016,154	1,324,942	736,570	268,358	1,357,905	236,629	63.8
ROANOKE (Roanoke) . . . **Over 50%:** Botetourt, Montgomery, Roanoke; **20 - 49%:** Alleghany, Bath, Bedford, Craig, Floyd, Franklin, Giles, Pulaski, Rockbridge, Wythe.	552.4	193.9	5,549,572	2,735,229	640,680	320,286	130,014	566,402	105,039	57.7
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,696.0	1,363.9	59,603,353	26,141,801	4,916,796	3,163,242	1,617,031	6,195,787	929,438	68.1
WASHINGTON										
BREMERTON (Kitsap) . . . **Over 50%:** Kitsap.	170.4	62.2	1,907,965	697,524	162,598	64,170	34,600	142,822	40,522	57.1
LONGVIEW (Cowlitz) . . . **Over 50%:** Cowlitz; **20 - 49%:** Wahkiakum.	83.2	31.8	922,697	448,787	120,378	63,886	12,538	100,354	13,925	65.5
OLYMPIA (Thurston) . . . **20 - 49%:** Thurston.	143.1	55.5	1,640,675	765,655	186,362	114,638	35,630	137,920	24,757	43.2
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **Over 50%:** Benton; **20 - 49%:** Franklin.	143.9	51.3	1,827,169	792,496	186,346	108,060	27,937	150,922	38,974	58.6
SEATTLE (King, Snohomish) . . . **Over 50%:** King, Snohomish; **20 - 49%:** Island, Jefferson, San Juan.	1,796.3	716.0	25,370,732	11,663,931	2,360,957	1,265,817	580,023	2,361,197	399,268	61.8
SPOKANE (Spokane) . . . **Over 50%:** Lincoln, Spokane; **20 - 49%:** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Pend Oreille, Stevens, Whitman.	606.3	227.0	5,877,692	2,961,768	734,005	287,129	123,130	666,045	103,624	51.2
TACOMA (Pierce) . . . **Over 50%:** Pierce.	521.9	197.1	5,205,197	2,723,017	545,197	330,291	115,601	632,813	81,024	50.5
VANCOUVER (Clark) . . . **Over 50%:** Clark.	211.7	78.7	2,340,583	828,976	199,029	154,705	30,664	149,317	29,873	56.8
WENATCHEE (Chelan) . . . **Over 50%:** Chelan, Douglas; **20 - 49%:** Grant, Okanogan.	157.8	61.4	1,508,548	813,702	213,486	67,821	27,415	153,299	37,379	43.8
YAKIMA (Yakima) . . . **Over 50%:** Yakima.	181.7	67.0	1,654,879	888,781	213,595	105,245	28,111	201,267	27,833	54.4
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **Over 50%:** Raleigh; **20 - 49%:** Fayette, Summers, Wyoming.	198.7	71.4	1,662,313	885,129	197,399	143,588	40,454	231,565	33,511	38.5
BLUEFIELD (Mercer) . . . **Over 50%:** Mercer; **20 - 49%:** VA.: Bland, Tazewell.	132.4	47.6	1,065,162	771,023	173,162	128,901	35,374	210,516	29,090	45.7
CHARLESTON (Kanawha) . . . **Over 50%:** Kanawha; **20 - 49%:** Boone, Braxton, Clay, Fayette, Jackson, Nicholas, Pocahontas, Putnam, Roane.	467.7	176.2	4,529,928	2,404,362	551,962	291,633	82,021	656,661	90,163	53.7

A Tale of Two Cities

In either the best or worst of economic times, it doesn't make sense to buy newspapers that can't effectively reach the whole Seattle-Tacoma CMSA. Though Tacoma is but a mere 35 miles south of Seattle, it is a market largely unreached by Seattle newspapers.

If you want to reach the entire metro area, add The Tacoma News Tribune to your advertising schedule. You'll reach 236,400 adults every day.

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News Tribune

P.O. Box 11000 Tacoma, Washington 98411

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985									% Hslds. Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
WEST VIRGINIA (cont.)										
CLARKSBURG (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Doddridge.	85.7	32.4	725,808	391,309	93,036	61,884	11,395	93,401	16,854	63.2
HUNTINGTON-ASHLAND (Cabell) . . . **Over 50%:** Cabell; **20 - 49%:** OHIO: Lawrence; W.VA.: Wayne.	217.9	82.2	1,988,368	1,195,329	226,570	251,507	49,734	234,913	37,601	41.6
PARKERSBURG-MARIETTA (Wood) . . . **Over 50%:** Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	184.6	68.5	1,761,790	965,575	194,809	142,833	38,212	233,432	42,072	49.1
WHEELING (Ohio) . . . **Over 50%:** Marshall, Ohio; **20 - 49%:** OHIO: Belmont; W.VA.: Brooke, Wetzel.	233.6	88.5	2,252,609	1,222,422	283,642	206,853	57,236	229,424	44,268	45.9
WISCONSIN										
APPLETON-OSHKOSH-NEENAH (Outagamie, Winnebago) . . . **Over 50%:** Outagamie, Winnebago; **20 - 49%:** Calumet, Green Lake, Waupaca, Waushara.	384.7	140.7	4,230,335	1,912,929	352,849	287,718	89,017	403.293	40,206	53.9
EAU CLAIRE (Eau Claire) . . . **Over 50%:** Eau Claire; **20 - 49%:** Buffalo, Chippewa, Dunn, Pepin, Trempealeau.	221.6	79.0	2,089,193	1,116,490	191,880	126,371	43,466	289.031	25,859	39.9
GREEN BAY (Brown) . . . **Over 50%:** Brown; **20 - 49%:** Kewaunee, Oconto.	233.9	85.4	2,545,284	1,195,608	180,918	234,522	62,550	253,891	20,350	57.6
JANESVILLE-BELOIT (Rock) . . . **20 - 49%:** Rock, Walworth.	212.6	78.5	2,313,917	1,147,115	234,578	153,022	33,794	219,247	35,495	37.0
KENOSHA (Kenosha) . . . **Over 50%:** Kenosha.	122.5	44.1	1,599,091	600,098	154,950	75,165	22,846	89,114	20,202	66.6
LA CROSSE (La Crosse) . . . **Over 50%:** La Crosse; **20 - 49%:** MINN.: Houston; WIS.: Monroe, Vernon.	175.5	63.6	1,835,110	886,920	184,804	117,039	44,950	171,634	26,101	48.5
MADISON (Dane) . . . **Over 50%:** Dane; **20 - 49%:** Columbia, Grant, Green, Iowa, Lafayette, Richland, Sauk.	567.3	217.1	6.485,303	3,612,272	618,649	330,475	282,618	749,566	92,912	43.3
MILWAUKEE (Milwaukee) . . . **Over 50%:** Milwaukee, Ozaukee, Washington, Waukesha; **20 - 49%:** Price.	1,417.6	534.0	17,781,114	7,893,561	1,570,299	1,068,540	371,617	1,660.534	267,181	73.4
RACINE (Racine) . . . **Over 50%:** Racine.	174.2	62.9	2,046,957	828,547	184,331	117,081	37,286	161,564	27,820	56.3
SHEBOYGAN (Sheboygan) . . . **Over 50%:** Sheboygan.	101.6	37.1	1,182,123	443,828	95,105	74,819	15,353	91,262	14,942	68.1
WAUSAU (Marathon) . . . **Over 50%:** Marathon; **20 - 49%:** Lincoln.	144.0	51.9	1,455,821	636,765	136,770	95,681	26,016	125.128	11,953	47.4
WYOMING										
CASPER (Natrona) . . . **Over 50%:** Natrona; **20 - 49%:** Converse, Hot Springs, Johnson, Niobrara, Sublette.	112.5	41.6	1,357,309	796,928	183,262	60,973	37,364	176,401	29.462	52.7

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(See page 96)

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Sales and Marketing
MANAGEMENT

24th Annual Survey Of TV Markets

Data in this Survey of Buying Power—Part II have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX.— Brown 12.2, Callahan 4.2, Coke 1.1, Coleman 3.7, Eastland 7.0, Fisher 1.8, Haskell 2.5, Jones 5.9, Mitchell 2.8, Nolan 5.6, Runnels 4.0, Scurry 6.1, Shackelford 1.4, Stephens 3.7, Stonewall 0.9, Taylor 37.1. Tot. Hslds.: 116,200.

ALBANY, GA.— Atkinson 1.5, Baker 0.9, Ben Hill 4.6, Berrien 3.8, Calhoun 1.1, Coffee 7.3, Colquitt 9.7, Cook 3.6, Crisp 5.3, Dougherty 26.0, Irwin 2.5, Lanier 1.5, Lee 3.5, Miller 1.9, Mitchell 5.1, Telfair 3.0, Terrell 3.0, Tift 8.7, Turner 2.4, Worth 4.7. Tot. Hslds.: 134,100.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 11.2. N.Y.: Albany 22.9, Columbia 4.9, Fulton 4.5, Greene 3.3, Hamilton 0.4, Montgomery 4.2, Rensselaer 11.4, Saratoga 12.1, Schenectady 11.8, Schoharie 2.2, Warren 4.2, Washington 4.0. VT.: Bennington 2.7. Tot. Hslds.: 487,100.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 3.0; COLO.: Alamosa 1.1, Archuleta 0.5, Conejos 0.7, Costilla 0.3, Mineral 0.1, Montezuma 1.7, Rio Grande 0.9; N.M.: Bernalillo 45.2, Cibola 2.4, Colfax 1.3, De Baca 0.3, Grant 2.3, Guadalupe 0.4, Harding 0.1, Lincoln 1.5, Los Alamos 1.8, McKinley 4.6, Mora 0.4, Otero 4.2, Quay 1.0, Rio Arriba 2.6, Roosevelt 1.5, Sandoval 3.4, San Miguel 2.1, Santa Fe 8.1, Sierra 1.0, Socorro 1.1, Taos 1.9, Torrance 0.8, Valencia 3.5. Tot. Hslds.: 394,100.

ALEXANDRIA, LA.— Avoyelles 18.7, Grant 7.3, Rapides 55.7, Vernon 20.3. Tot. Hslds.: 88,600.

ALEXANDRIA, MINN.— Beltrami 18.9, Cass 13.9, Douglas 18.7, Grant 4.5, Hubbard 9.4, Pope 7.7, Todd 15.6, Traverse 3.0, Wadena 8.4. Tot. Hslds.: 59,600.

ALPENA, MICH.— Alpena 100.0. Tot. Hslds.: 11,400.

AMARILLO, TEX.— N.M.: Curry 9.0, Union 1.0; OKLA.: Cimarron 0.8, Texas 3.7; TEX.: Armstrong 0.5, Briscoe 0.6, Carson 1.4, Castro 1.9, Childress 1.5, Collingsworth 1.0, Cottle 0.6, Dallam 1.5, Deaf Smith 3.9, Donley 0.9, Gray 5.9, Hall 1.2, Hansford 1.4, Hartley 0.8, Hemphill 1.2, Hutchinson 5.9, Lipscomb 0.8, Moore 3.4, Ochiltree 2.1, Oldham 0.4, Parmer 1.9, Potter 23.4, Randall 18.9, Roberts 0.2, Sherman 0.6, Swisher 1.9, Wheeler 1.8. Tot. Hslds.: 176,500.

ARDMORE-ADA, OKLA.— Atoka 6.7, Bryan 17.8, Carter 25.1, Choctaw 8.7, Coal 3.1, Johnston 5.6, Marshall 7.0, Pontotoc 18.7, Pushmataha 7.2. Tot. Hslds.: 71,200.

ATLANTA, GA.— ALA.: Cherokee 0.6, Randolph 0.6; GA.: Banks 0.3, Barrow 0.7, Bartow 1.3, Butts 0.4, Carroll 1.8, Cherokee 1.3, Clarke 2.4, Clayton 4.9, Cobb 11.7, Coweta 1.3, Dawson 0.2, De Kalb 16.0, Douglas 1.8, Fayette 1.2, Floyd 2.5, Forsyth 1.0, Fulton 20.1, Gilmer 0.4, Gordon 1.0, Greene 0.3, Gwinnett 7.0, Habersham 0.8, Hall 2.5, Haralson 0.6, Heard 0.2, Henry 1.3, Jackson 0.8, Jasper 0.2, Lamar 0.4, Lumpkin 0.3, Madison 0.6, Meriwether 0.6, Morgan 0.3, Newton 1.1, Oconee 0.4, Oglethorpe 0.3, Paulding 0.9, Pickens 0.4, Pike 0.3, Polk 1.0, Putnam 0.3, Rabun 0.3, Rockdale 1.3, Spalding 1.5, Towns 0.2, Troup 1.6, Union 0.3, Upson 0.8, Walton 1.0, White 0.3; N.C.: Clay 0.2. Tot. Hslds.: 1,205,600.

AUGUSTA, GA.— Burke 3.0, Columbia 8.4, Emanuel 3.4, Glascock 0.4, Hancock 1.3, Jefferson 3.0, Jenkins 1.3, Johnson 1.4, Lincoln 1.0, McDuffie 3.2, Richmond 30.2, Screven 2.5, Taliaferro 0.4, Warren 0.9, Washington 3.0, Wilkes 1.9; S.C.: Aiken 20.0, Allendale 1.8, Bamberg 2.8, Barnwell 3.4, Edgefield 2.8, McCormick 1.2, Saluda 2.8. Tot. Hslds.: 215,800.

AUSTIN, TEX.— Bastrop 3.7, Blanco 0.7, Burnet 3.0, Caldwell 2.7, Fayette 2.5, Gillespie 2.0, Hays 5.1, Lee 1.5, Llano 1.7, Mason 0.5, Travis 65.6, Williamson 11.3. Tot. Hslds.: 320,000.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Hslds.: 144,100.

BALTIMORE, MD.— Anne Arundel 15.6, Baltimore 28.8, Baltimore city 31.7, Caroline 1.0, Carroll 4.2, Cecil 2.5, Dorchester 1.3, Harford 6.0, Howard 5.8, Kent 0.7, Queen Anne's 1.2, Talbot 1.2. Tot. Hslds.: 886,000.

BANGOR, MAINE— Hancock 13.7, Knox 10.6, Penobscot 38.3, Piscataquis 5.2, Somerset 13.0, Waldo 8.7, Washington 10.4. Tot. Hslds.: 126,100.

BATON ROUGE, LA.— Ascension 7.5, Assumption 2.6, East Baton Rouge 55.2, East Feliciana 2.2, Iberville 4.0, Livingston 9.1, Pointe Coupee 3.3, St. Helena 1.2, St. Mary 8.1, West Baton Rouge 2.6, West Feliciana 1.0; MISS.: Amite 1.8, Wilkinson 1.3. Tot. Hslds.: 257,200.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 9.2, Jasper 7.2, Jefferson 55.3, Newton 3.0, Orange 18.1, Sabine 2.4, Tyler 4.7. Tot. Hslds.: 170,200.

BEND, ORE.— Deschutes 100.0. Tot. Hslds.: 25,800.

BILLINGS-HARDIN, MONT.— Big Horn 3.9, Carbon 4.3, Custer 6.2, Garfield 0.7, Golden Valley 0.4, Musselshell 2.1, Park 6.4, Petroleum 0.2, Powder River 1.0, Rosebud 4.8, Stillwater 2.7, Sweet Grass 1.5, Treasure 0.4, Wheatland 1.0, Yellowstone 54.3; WYO.: Park 10.1. Tot. Hslds.: 99,300.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Harrison 94.8, Stone 5.2. Tot. Hslds.: 63,400.

BINGHAMTON, N.Y.— Broome 50.8, Chenango 11.6, Delaware 10.9, Tioga 11.8; PA.: Bradford 14.9. Tot. Hslds.: 157,800.

BIRMINGHAM, ALA.— Bibb 1.1, Blount 2.6, Calhoun 8.0, Chilton 2.2, Clay 0.9, Cleburne 0.9, Coosa 0.8, Cullman 4.5, Etowah 7.2, Fayette 1.3, Greene 0.7, Hale 0.9, Jefferson 47.7, Marion 2.2, St. Clair 2.9, Shelby 5.0, Talladega 4.8, Walker 4.8, Winston 1.8. Tot. Hslds.: 549,600.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Tazewell 11.9; W.VA.: Fayette 14.3, Greenbrier 9.7, McDowell 11.1, Mercer 18.9, Raleigh 22.2, Summers 3.7, Wyoming 8.2. Tot. Hslds.: 147,400.

BOISE, IDA.— Ada 47.0, Adams 0.8, Blaine 3.3, Boise 0.9, Camas 0.2, Canyon 19.2, Elmore 4.5, Gem 2.8, Owyhee 1.8, Payette 3.8, Valley 1.4, Washington 2.0; ORE.: Baker 4.0, Grant 2.1, Malheur 6.3. Tot. Hslds.: 166,000.

BOSTON, MASS.— Barnstable 3.5, Essex 12.0, Franklin 1.3, Middlesex 24.3, Nantucket 0.1, Norfolk 10.8, Plymouth 7.3, Suffolk 12.7, Worcester 11.8; N.H.: Belknap 0.9, Cheshire 1.1, Hillsborough 5.4, Merrimack 1.9, Rockingham 3.9, Strafford 1.6, Sullivan 0.7; VT.: Windham 0.8. Tot. Hslds.: 2,047,800.

BOWLING GREEN, KY.— Adair 15.3, Metcalfe 10.0, Warren 74.7. Tot. Hslds.: 37,900.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Letcher 3.8; N.C.: Ashe 3.1, Avery 1.8; TENN.: Carter 6.8, Greene 7.2, Hancock 0.8, Hawkins 5.9, Johnson 1.8, Sullivan 19.7, Unicoi 2.2, Washington 11.8; VA.: Bristol city 2.5, Buchanan 4.2, Dickenson 2.4, Lee 3.3, Norton city 0.8, Russell 4.1, Scott 3.0, Smyth 4.1, Washington 5.7, Wise 5.3. Tot. Hslds.: 288,700.

BUFFALO, N.Y.— Allegany 2.9, Cattaraugus 5.0, Chautauqua 8.9, Erie 58.3, Genesee 3.4, Niagara 12.9, Orleans 2.3, Wyoming 2.2; PA.: McKean 3.0, Potter 1.1. Tot. Hslds.: 619,500.

BURLINGTON-PLATTSBURGH, VT.— N.H.: Grafton 10.2; N.Y.: Clinton 10.6, Essex 5.6, Franklin 6.4; VT.: Addison 4.3, Caledonia 4.1, Chittenden 17.6, Franklin 5.1, Grand Isle 0.7, Lamoille 2.7, Orange 3.6, Orleans 3.5, Rutland 9.1, Washington 8.1, Windsor 8.4. Tot. Hslds.: 248,700.

BUTTE, MONT.— Beaverhead 6.5, Broadwater 3.0, Deer Lodge 8.5, Gallatin 37.0, Jefferson 6.1, Madison 4.5, Powell 4.9, Silver Bow 29.5. Tot. Hslds.: 49,200.

CASPER-RIVERTON, WYO.— Converse 9.4, Fremont 23.1, Hot Springs 3.7, Johnson 4.6, Natrona 50.9, Niobrara 2.1, Washakie 6.2. Tot. Hslds.: 56,600.

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA— ILL.: Jo Daviess 2.7; IOWA: Allamakee 1.7, Benton 2.8, Black Hawk 14.9, Bremer 2.8, Buchanan 2.5, Butler 2.0, Chickasaw 1.7, Clayton 2.5, Delaware 2.1, Dubuque 9.5, Fayette 2.9, Grundy 1.7, Iowa 1.8, Johnson 10.2, Jones 2.3, Keokuk 1.5, Linn 20.3, Tama 2.2, Washington 2.4, Winneshiek 2.3; WISC.: Crawford 1.8, Grant 5.4. Tot. Hslds.: 328,100.

CHARLESTON, S.C.— Berkeley 19.5, Charleston 48.1, Colleton 5.8, Dorchester 12.5, Georgetown 7.9, Williamsburg 6.2. Tot. Hslds.: 206,700.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 3.9, Carter 1.7, Elliott 0.5, Floyd 3.4, Greenup 2.6, Johnson 1.7, Lawrence 1.0, Magoffin 0.9, Martin 0.9, Morgan 0.8, Pike 5.7; OHIO: Athens 3.7, Gallia 2.1, Jackson 2.1, Lawrence 4.5, Meigs 1.7, Scioto 5.9, Vinton 0.8, Washington 4.5; W.VA.: Boone 2.1, Braxton 1.1, Cabell 8.0, Calhoun 0.7, Clay 0.8, Jackson 1.8, Kanawha 17.2, Lincoln 1.5, Logan 3.4, Mason 1.9, Mingo 2.5, Nicholas 2.0, Putnam 3.0, Roane 1.1, Wayne 3.2, Webster 0.9, Wirt 0.4. Tot. Hslds.: 520,800.

CHARLOTTE, N.C.— Alexander 1.5, Anson 1.3, Burke 4.2, Cabarrus 5.2, Caldwell 3.9, Catawba 6.4, Cleveland 4.7, Gaston 9.2, Iredell 4.9, Lincoln 2.6, Mecklenburg 25.6, Richmond 2.6, Rowan 5.9, Stanly 2.9, Union 4.0, Watauga 1.9; S.C.: Chester 1.6, Chesterfield 2.2, Lancaster 3.0, York 6.3. Tot. Hslds.: 659,300.

CHARLOTTESVILLE, VA.— Albemarle 58.4, Charlottesville city 41.6. Tot. Hslds.: 38,700.

CHATTANOOGA, TENN.— ALA.: Jackson 6.6; GA.: Catoosa 4.6, Chattooga 2.6, Dade 1.4, Fannin 2.0, Murray 2.6, Walker 6.7, Whitfield 8.2; N.C.: Cherokee 2.6; TENN.: Bledsoe 1.1, Bradley 8.6, Grundy 1.6, Hamilton 36.5, McMinn 5.2, Marion 3.1, Meigs 0.9, Polk 1.6, Rhea 3.1, Sequatchie 1.1. Tot. Hslds.: 301,600.

CHEYENNE-SCOTTSBLUFF, WYO.— NEB.: Banner 0.6, Morrill 4.8, Scotts Bluff 28.8; WYO.: Goshen 9.3, Laramie 56.5. Tot. Hslds.: 60,300.

CHICAGO, ILL.— Cook 62.0, De Kalb 0.8, Du Page 8.5, Grundy 0.4, Iroquois 0.4, Kane 3.5, Kankakee 1.2, Kendall 0.5, Lake 5.1, La Salle 1.4, Livingston 0.5, McHenry 1.9, Will 3.7; IND.: Jasper 0.3, Lake 5.7, La Porte 1.2, Newton 0.2, Porter 1.4; WISC.: Kenosha 1.4. Tot. Hslds.: 3,090,100.

CHICO-REDDING, CALIF.— Butte 44.4, Glenn 5.6, Modoc 2.4, Shasta 32.6, Tehama 11.4, Trinity 3.6. Tot. Hslds.: 151,700.

CINCINNATI, OHIO— IND.: Dearborn 1.8, Fayette 1.4, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.3; KY.: Boone 2.4, Bracken 0.4, Campbell 4.0, Carroll 0.5, Gallatin 0.3, Grant 0.7, Kenton 7.0, Lewis 0.7, Mason 0.9, Owen 0.5, Pendleton 0.5, Robertson 0.1; OHIO: Adams 1.3, Brown 1.7, Butler 13.5, Clermont 6.7, Hamilton 45.9, Highland 1.9, Warren 4.9. Tot. Hslds.: 717,400.

CLARKSBURG-WESTON, W.VA.— Barbour 7.3, Doddridge 3.2, Gilmer 3.5, Harrison 34.8, Lewis 8.3, Pleasants 3.4, Randolph 12.4, Ritchie 5.3, Taylor 7.4, Tucker 4.0, Upshur 10.4. Tot. Hslds.: 86,300.

CLEVELAND, OHIO— Ashland 1.2, Ashtabula 2.8, Carroll 0.7, Cuyahoga 40.0, Erie 2.0, Geauga 1.8, Holmes 0.6, Huron 1.4, Lake 5.5, Lorain 6.7, Medina 2.8, Portage 3.4, Richland 3.4, Stark 9.7, Summit 13.5, Tuscarawas 2.3, Wayne 2.5. Tot. Hslds.: 1,428,100.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 0.9, Bent 0.8, Cheyenne 0.5, Crowley 0.6, Custer 0.3, El Paso 60.6, Fremont 5.6, Huerfano 1.2, Kiowa 0.3, Las Animas 2.6, Otero 3.7, Pueblo 22.2, Saguache 0.6. Tot. Hslds.: 218,100.

COLUMBIA, S.C.— Calhoun 1.6, Clarendon 3.5, Fairfield 2.5, Kershaw 5.7, Lee 2.2, Lexington 21.6, Newberry 4.5, Orangeburg 10.8, Richland 36.1, Sumter 11.5. Tot. Hslds.: 273,200.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 6.4, Boone 25.9, Callaway 7.6, Cole 14.2, Cooper 3.7, Howard 2.4, Maries 1.9, Miller 5.0, Moniteau 2.9, Morgan 3.8, Osage 2.7, Pettis 9.2, Phelps 7.9, Randolph 6.4. Tot. Hslds.: 150,800.

COLUMBUS, GA.— ALA.: Barbour 5.2, Chambers 8.3, Lee 17.9, Russell 10.1; GA.: Chattahoochee 1.7, Clay 0.7, Harris 3.6, Macon 2.8, Marion 1.0, Muscogee 35.6, Quitman 0.5, Randolph 1.9, Schley 0.6, Stewart 1.1, Sumter 5.8, Talbot 1.2, Taylor 1.5, Webster 0.5. Tot. Hslds.: 173,400.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 3.9, Pickens 4.7; MISS.: Calhoun 3.6, Chickasaw 4.0, Choctaw 2.0, Clay 4.7, Itawamba 5.0, Lee 14.8, Lowndes 13.4, Monroe 8.2, Montgomery 2.9, Noxubee 2.6, Oktibbeha 7.8, Pontotoc 5.2, Prentiss 5.8, Tishomingo 4.6, Webster 2.3, Winston 4.4. Tot. Hslds.: 155,700.

COLUMBUS, OHIO— Coshocton 2.1, Crawford 2.8, Delaware 3.1, Fairfield 5.4, Fayette 1.5, Franklin 53.8, Hardin 1.8, Hocking 1.5, Knox 2.6, Licking 7.0, Madison 1.7, Marion 3.6, Morgan 0.8, Morrow 1.5, Perry 1.7, Pickaway 2.2, Pike 1.3, Ross 3.7, Union 1.7. Tot. Hslds.: 652,700.

CORPUS CHRISTI, TEX.— Aransas 3.9, Bee 5.2, Brooks 1.6, Duval 2.4, Jim Hogg 1.0, Jim Wells 7.1, Kenedy 0.1, Kleberg 6.2, Live Oak 2.1, Nueces 57.0, Refugio 1.8, San Patricio 11.4. Tot. Hslds.: 173,900.

DALLAS-FT. WORTH, TEX.— OKLA.: Love 0.2; TEX.: Anderson 0.9, Bosque 0.4, Collin 4.1, Comanche 0.3, Cooke 0.7, Dallas 43.2, Delta 0.1, Denton 4.3, Ellis 1.5, Erath 0.6, Fannin 0.8, Freestone 0.4, Grayson 2.4, Hamilton 0.2, Henderson 1.4, Hill 0.7, Hood 0.6, Hopkins 0.7, Hunt 1.5, Johnson 2.0, Kaufman 1.0, Lamar 1.1, Limestone 0.5, Navarro 1.0, Palo Pinto 0.6, Parker 1.3, Rains 0.2, Rockwall 0.5, San Saba 0.2, Somervell 0.1, Tarrant 24.2, Van Zandt 0.9, Wise 0.7, Wood 0.7. Tot. Hslds.: 1,572,100.

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.5, Carroll 2.1, Henderson 1.1, Henry 6.3, Knox 7.1, Lee 3.9, Mercer 2.2, Rock Island 19.1, Warren 2.5, Whiteside 7.4; IOWA: Cedar 2.2, Clinton 6.4, Des Moines 5.5, Henry 2.1, Jackson 2.5, Louisa 1.4, Muscatine 4.7, Scott 19.0. Tot. Hslds.: 330,400.

DAYTON, OHIO— IND.: Randolph 2.1, Wayne 5.3; OHIO: Auglaize 3.1, Champaign 2.5, Clark 10.7, Clinton 2.6, Darke 4.0, Greene 8.8, Logan 3.0, Mercer 2.5, Miami 6.5, Montgomery 43.1, Preble 2.8, Shelby 3.0. Tot. Hslds.: 510,800.

DENVER, COLO.— Adams 10.1, Arapahoe 14.8, Boulder 8.4, Chaffee 0.5, Clear Creek 0.3, Denver 22.5, Douglas 1.2, Eagle 0.7, Elbert 0.3, Garfield 1.0, Gilpin 0.1, Grand 0.4, Gunnison 0.4, Hinsdale 0.0, Jackson 0.1, Jefferson 16.0, Kit Carson 0.3, Lake 0.3,

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

Larimer 6.7, Lincoln 0.2, Logan 0.8, Moffat 0.6, Morgan 0.8, Park 0.3, Phillips 0.2, Pitkin 0.5, Prowers 0.5, Rio Blanco 0.2, Routt 0.6, Sedgwick 0.1, Summit 0.5, Teller 0.4, Washington 0.2, Weld 5.0, Yuma 0.4, NEB.: Box Butte 0.5, Cheyenne 0.4, Dawes 0.3, Deuel 0.1, Kimball 0.2, WYO.: Albany 1.1, Campbell 1.2, Carbon 0.7, Platte 0.5. Tot. Hslds.: 1,018,700.

DES MOINES, IOWA— Adair 1.0, Appanoose 1.7, Boone 2.7, Calhoun 1.3, Carroll 2.2, Clarke 0.9, Dallas 3.1, Decatur 0.9, Franklin 1.4, Greene 1.3, Guthrie 1.2, Hamilton 1.8, Hardin 2.2, Humboldt 1.4, Jasper 3.7, Lucas 1.1, Madison 1.2, Mahaska 2.4, Marion 2.9, Marshall 4.2, Monroe 0.9, Pocahontas 1.1, Polk 33.4, Poweshiek 1.9, Ringgold 0.6, Story 6.7, Union 1.5, Wapello 4.2, Warren 3.5, Wayne 0.9, Webster 4.5, Wright 1.7, MO.: Mercer 0.4. Tot. Hslds.: 380,500.

DETROIT, MICH.— Lapeer 1.4, Livingston 2.1, Macomb 14.4, Monroe 2.7, Oakland 22.4, St. Clair 2.9, Sanilac 0.9, Washtenaw 5.8, Wayne 47.4. Tot. Hslds.: 1,694,800.

DOTHAN, ALA.— Coffee 14.7, Dale 16.2, Geneva 9.3, Henry 5.8, Houston 31.1, FLA.: Jackson 14.8, GA.: Early 4.8, Seminole 3.3. Tot. Hslds.: 97,900.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.2, MINN.: Aitkin 3.0, Carlton 6.0, Cook 1.0, Itasca 9.4, Koochiching 3.5, Lake 2.5, St. Louis 46.3, WISC.: Ashland 3.7, Bayfield 3.1, Douglas 9.5, Iron 1.5, Sawyer 3.0, Washburn 3.1. Tot. Hslds.: 175,200.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 48.7, CALIF.: Imperial 51.3. Tot. Hslds.: 61,600.

EL PASO, TEX.— N.M.: Dona Ana 18.8, Luna 3.0, TEX.: Culberson 0.5, El Paso 77.4, Hudspeth 0.4. Tot. Hslds.: 209,600.

ELMIRA, N.Y.— Chemung 39.8, Steuben 43.4, PA.: Tioga 16.8. Tot. Hslds.: 86,700.

ERIE, PA.— Crawford 21.1, Erie 66.5, Forest 1.2, Warren 11.2. Tot. Hslds.: 155,300.

EUGENE, ORE.— Coos 14.4, Douglas 21.5, Lane 64.1. Tot. Hslds.: 162,700.

EUREKA, CALIF.— Del Norte 14.0, Humboldt 86.0. Tot. Hslds.: 52,800.

EVANSVILLE, IND.— ILL.: Edwards 1.3, Gallatin 1.1, Wabash 2.1, Wayne 2.8, White 2.8, IND.: Dubois 4.7, Gibson 4.9, Perry 2.5, Pike 2.0, Posey 3.6, Spencer 2.5, Vanderburgh 24.7, Warrick 6.1, KY.: Daviess 12.1, Hancock 1.1, Henderson 6.0, Hopkins 6.6, McLean 1.3, Muhlenberg 4.3, Ohio 3.1, Union 2.1, Webster 2.1. Tot. Hslds.: 266,900.

FARGO, N.D.— MINN.: Becker 5.1, Clay 8.0, Clearwater 1.4, Kittson 1.1, Lake of the Woods 0.7, Mahnomen 0.8, Marshall 2.1, Norman 1.5, Otter Tail 9.2, Pennington 2.7, Polk 5.8, Red Lake 0.8, Roseau 2.1, Wilkin 1.3, N.D.: Barnes 2.4, Benson 1.2, Cass 17.3, Cavalier 1.2, Dickey 1.2, Eddy 0.6, Foster 0.7, Grand Forks 11.0, Griggs 0.7, La Moure 1.1, Nelson 0.9, Pembina 1.7, Ramsey 2.3, Ransom 1.1, Richland 3.3, Sargent 0.9, Steele 0.5, Stutsman 4.2, Towner 0.7, Traill 1.6, Walsh 2.6. Tot. Hslds.: 214,600.

FARMINGTON, N.M.— San Juan 100.0. Tot. Hslds.: 32,500.

FLAGSTAFF, ARIZ.— Coconino 100.0. Tot. Hslds.: 28,100.

FLINT-SAGINAW-BAY CITY, MICH.— Alcona 0.9, Arenac 1.3, Bay 9.5, Clare 2.3, Genesee 36.2, Gladwin 1.9, Gratiot 3.2, Huron 3.0, Iosco 2.6, Isabella 4.0, Midland 6.1, Ogemaw 1.6, Saginaw 17.7, Shiawassee 5.4, Tuscola 4.3. Tot. Hslds.: 437,900.

FLORENCE, S.C.— Darlington 15.7, Dillon 7.1, Florence 28.6, Horry 33.0, Marion 8.2, Marlboro 7.3. Tot. Hslds.: 144,300.

FT. MYERS-NAPLES, FLA.— Charlotte 17.4, Collier 23.6, Glades 1.3, Hendry 3.6, Lee 54.1. Tot. Hslds.: 208,100.

FT. SMITH, ARK.— Crawford 10.1, Franklin 4.1, Logan 5.2, Madison 3.1, Scott 2.7, Sebastian 27.1, Washington 27.7, OKLA.: Le Flore 11.6, Sequoyah 8.5. Tot. Hslds.: 144,100.

FT. WAYNE, IND.— Adams 4.6, Allen 47.9, De Kalb 5.3, Huntington 6.0, Jay 3.7, Noble 5.9, Steuben 4.4, Wabash 5.6, Wells 4.1, Whitley 4.2, OHIO: Paulding 3.3, Van Wert 5.1. Tot. Hslds.: 224,000.

FRESNO-VISALIA, CALIF.— Fresno 50.4, Kings 6.4, Madera 6.2, Mariposa 1.3, Merced 13.2, Tulare 22.5. Tot. Hslds.: 411,400.

GAINESVILLE, FLA.— Alachua 81.3, Dixie 4.0, Gilchrist 3.1, Levy 11.6. Tot. Hslds.: 80,300.

GLENDIVE, MONT.— Dawson 87.3, Prairie 12.7. Tot. Hslds.: 5,500.

GRAND JUNCTION, COLO.— Delta 13.5, La Plata 17.0, Mesa 51.7, Montrose 14.1, Ouray 1.0, San Juan 0.6, San Miguel 2.0. Tot. Hslds.: 68,800.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.1, Barry 2.8, Branch 2.5, Calhoun 8.8, Ionia 2.9, Kalamazoo 13.6, Kent 28.9, Mecosta 2.1, Montcalm 3.0, Muskegon 9.5, Newaygo 2.3, Oceana 1.4, Ottawa 9.5, St. Joseph 3.6, Van Buren 4.2. Tot. Hslds.: 588,800.

GREAT FALLS, MONT.— Blaine 3.9, Cascade 46.3, Chouteau 3.2, Fergus 7.6, Glacier 5.4, Hill 9.9, Judith Basin 1.5, Liberty 1.6, Meagher 1.2, Phillips 3.2, Pondera 3.6, Teton 3.6, Toole 3.4, Valley 5.5. Tot. Hslds.: 68,500.

GREEN BAY, WISC.— MICH.: Delta 3.8, Dickinson 2.8, Menominee 2.6, Schoolcraft 0.8, WISC.: Brown 18.5, Calumet 3.1, Door 2.9, Fond du Lac 8.6, Green Lake 2.0, Kewaunee 1.9, Manitowoc 8.2, Marinette 4.2, Menominee 0.2, Oconto 3.1, Outagamie 13.0, Shawano 3.8, Waupaca 4.4, Waushara 2.2, Winnebago 13.9. Tot. Hslds.: 364,100.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 7.6, Alleghany 0.8, Caswell 1.4, Davidson 8.9, Davie 2.0, Forsyth 20.0, Guilford 24.8, Montgomery 1.7, Randolph 7.4, Rockingham 6.4, Stokes 2.6, Surry 4.6, Wilkes 4.6, Yadkin 2.2, VA.: Carroll 1.9, Galax city 0.6, Grayson 1.2, Patrick 1.3. Tot. Hslds.: 503,300.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 6.9, Bertie 3.3, Carteret 8.2, Craven 11.9, Duplin 6.6, Edgecombe 8.8, Greene 2.4, Hyde 0.9, Jones 1.4, Lenoir 9.9, Martin 4.1, Onslow 15.3, Pamlico 1.7, Pitt 15.7, Tyrrell 0.6, Washington 2.2. Tot. Hslds.: 227,300.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.2, Franklin 1.0, Hart 1.1, Stephens 1.3, N.C.: Buncombe 10.9, Graham 0.4, Haywood 3.1, Henderson 4.5, Jackson 1.5, McDowell 2.2, Macon 1.5, Madison 1.0, Mitchell 0.9, Polk 0.9, Rutherford 3.5, Swain 0.7, Transylvania 1.5, Yancey 0.9, S.C.: Abbeville 1.4, Anderson 8.9, Cherokee 2.5, Greenville 19.2, Greenwood 3.7, Laurens 3.0, Oconee 3.3, Pickens 5.0, Spartanburg 13.0, Union 1.8. Tot. Hslds.: 607,800.

GREENWOOD-GREENVILLE, MISS.— Bolivar 17.3, Carroll 4.0, Grenada 9.2, Humphreys 5.4, Leflore 16.2, Sunflower 12.9, Tallahatchie 6.5, Washington 28.5. Tot. Hslds.: 82,800.

HAGERSTOWN, MD.— Washington 100.0. Tot. Hslds.: 40,500.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 4.6, Cumberland 13.2, Dauphin 17.7, Juniata 1.4, Lancaster 26.0, Lebanon 7.7, Mifflin 3.3, Perry 2.7, York 23.4. Tot. Hslds.: 534,200.

HARRISONBURG, VA.— Harrisonburg city 26.4, Rockingham 53.7, W.VA.: Grant 11.0, Pendleton 8.9. Tot. Hslds.: 33,700.

HARTFORD-NEW HAVEN, CONN.— Hartford 36.7, Litchfield 7.3, Middlesex 6.1, New Haven 34.4, New London 10.8, Tolland 4.8. Tot. Hslds.: 827,900.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hslds.: 18,900.

HOUSTON, TEX.— Austin 0.5, Brazoria 4.7, Calhoun 0.5, Chambers 0.5, Colorado 0.5, Fort Bend 4.3, Galveston 5.5, Grimes 0.4, Harris 71.4, Jackson 0.3, Liberty 1.4, Matagorda 1.1, Montgomery 4.1, Polk 0.8, San Jacinto 0.4, Trinity 0.3, Walker 1.1, Waller 0.5, Washington 0.6, Wharton 1.1. Tot. Hslds.: 1,431,600.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 3.0, De Kalb 8.3, Franklin 4.2, Lauderdale 11.9, Lawrence 4.1, Limestone 6.3, Madison 29.8, Marshall 10.2, Morgan 13.4, TENN.: Lincoln 3.8. Tot. Hslds.: 265,000.

IDAHO FALLS-POCATELLO, IDA.— Bannock 23.2, Bingham 11.3, Bonneville 22.0, Butte 1.1, Caribou 3.0, Cassia 6.2, Clark 0.3, Custer 1.9, Fremont 3.6, Jefferson 4.8, Lemhi 2.7, Madison 5.4, Minidoka 6.5, Power 2.4, Teton 0.9, WYO.: Lincoln 4.6. Tot. Hslds.: 102,600.

INDIANAPOLIS, IND.— Bartholomew 2.9, Blackford 0.7, Boone 1.7, Brown 0.6, Carroll 0.9, Cass 1.8, Clinton 1.4, Decatur 1.0, Delaware 5.4, Fountain 0.8, Grant 3.4, Hamilton 4.0, Hancock 1.9, Hendricks 3.0, Henry 2.2, Howard 3.9, Jennings 1.0, Johnson 3.4, Lawrence 2.0, Madison 5.9, Marion 35.7, Miami 1.7, Monroe 4.4, Montgomery 1.6, Morgan 2.3, Owen 0.8, Putnam 1.2, Rush 0.8, Shelby 1.7, Tipton 0.8, Warren 0.4, White 1.1. Tot. Hslds.: 826,700.

JACKSON, MISS.— Adams 4.8, Attala 2.5, Claiborne 1.4, Copiah 3.2, Franklin 1.1, Hinds 34.6, Holmes 2.7, Issaquena 0.3, Jefferson 1.1, Jefferson Davis 1.6, Lawrence 1.6, Leake 2.5, Lincoln 4.0, Madison 5.5, Pike 4.7, Rankin 9.5, Scott 3.2, Sharkey 0.8, Simpson 3.0, Smith 1.9, Warren 6.8, Yazoo 3.3. Tot. Hslds.: 280,900.

JACKSON, TENN.— Hardin 18.5, Henderson 18.7, Madison 62.8. Tot. Hslds.: 46,000.

JACKSONVILLE, FLA.— Baker 1.2, Bradford 1.8, Clay 6.6, Columbia 3.4, Duval 56.9, Hamilton 0.8, Nassau 3.3, Putnam 5.3, St. Johns 6.3, Suwannee 2.2, Union 0.5, GA.: Brantley 0.8, Camden 1.3, Charlton 0.6, Clinch 0.5, Glynn 5.3, Ware 3.1. Tot. Hslds.: 422,000.

JOHNSTOWN-ALTOONA, PA.— Bedford 6.1, Blair 17.9, Cambria 22.9, Cameron 0.9, Centre 13.7, Clearfield 10.8, Elk 4.8, Huntingdon 5.3, Jefferson 6.7, Somerset 10.8. Tot. Hslds.: 284,600.

JONESBORO, ARK.— Clay 11.5, Craighead 34.5, Greene 17.5, Lawrence 10.5, Randolph 9.2, Sharp 9.5, MO.: Ripley 7.3. Tot. Hslds.: 68,600.

JOPLIN-PITTSBURG, MO.— ARK.: Benton 19.3, KANS.: Allen 3.6, Bourbon 3.7, Cherokee 5.1, Crawford 8.8, Labette 5.5, Neosho 4.1, Wilson 2.7, Woodson 1.0, MO.: Barton 2.6, Jasper 19.3, McDonald 3.3, Newton 9.1, Vernon 4.4, OKLA.: Ottawa 7.4. Tot. Hslds.: 176,900.

KANSAS CITY, MO.— KANS.: Anderson 0.5, Atchison 0.9, Brown 0.7, Doniphan 0.5, Douglas 3.6, Franklin 1.2, Jefferson 0.8, Johnson 16.3, Leavenworth 2.6, Linn 0.5, Miami 1.2, Wyandotte 9.1, MO.: Andrew 0.7, Bates 0.9, Caldwell 0.5, Carroll 0.6, Cass 2.7, Chariton 0.6, Clay 7.4, Clinton 0.8, Daviess 0.5, De Kalb 0.4, Gentry 0.4, Grundy 0.7, Henry 1.1, Jackson 34.7, Johnson 1.8, Lafayette 1.6, Linn 0.9, Livingston 0.8, Platte 2.6, Ray 1.1, Saline 1.3. Tot. Hslds.: 708,200.

KNOXVILLE, TENN.— KY.: Bell 2.9, Harlan 3.5, Knox 2.6, McCreary 1.3, Wayne 1.6, Whitley 3.2, TENN.: Anderson 6.5, Blount 7.6, Campbell 3.2, Claiborne 2.3, Cocke 2.7, Cumberland 2.9, Grainger 1.5, Hamblen 5.1, Jefferson 3.0, Knox 31.6, Loudon 2.8, Monroe 2.6, Morgan 1.4, Roane 4.5, Scott 1.7, Sevier 4.4, Union 1.1. Tot. Hslds.: 412,600.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 1.7, Winona 10.3, WISC.: Buffalo 3.5, Chippewa 11.7, Eau Claire 19.8, Jackson 4.0, La Crosse 22.1, Monroe 8.3, Rusk 3.7, Trempealeau 6.2, Vernon 6.3. Tot. Hslds.: 156,000.

LAFAYETTE, IND.— Benton 7.8, Tippecanoe 92.2. Tot. Hslds.: 46,200.

LAFAYETTE, LA.— Acadia 10.1, Allen 3.8, Evangeline 6.2, Iberia 11.3, Jefferson Davis 5.6, Lafayette 31.0, St. Landry 15.2, St. Martin 7.4, Vermilion 9.3. Tot. Hslds.: 196,100.

LAKE CHARLES, LA.— Beauregard 14.7, Calcasieu 80.9, Cameron 4.5. Tot. Hslds.: 76,400.

LANSING, MICH.— Clinton 8.5, Eaton 15.6, Hillsdale 6.7, Ingham 45.5, Jackson 23.7. Tot. Hslds.: 216,500.

LAREDO, TEX.— Webb 92.6, Zapata 7.4. Tot. Hslds.: 33,900.

LAS VEGAS, NEV.— Clark 98.0, Lincoln 0.6, Nye (southern portion) 1.4. Tot. Hslds.: 228,200.

LAUREL-HATTIESBURG, MISS.— Covington 6.4, Forrest 28.8, Jasper 6.8, Jones 25.7, Lamar 10.3, Marion 10.3, Perry 4.0, Wayne 7.6. Tot. Hslds.: 89,200.

LEXINGTON, KY.— Anderson 1.5, Bath 1.1, Bourbon 2.1, Boyle 2.9, Breathitt 1.6, Casey 1.8, Clark 3.3, Clay 2.3, Estill 1.6, Fayette 24.8, Fleming 1.4, Franklin 5.2, Garrard 1.2, Harrison 1.7, Jackson 1.3, Jessamine 3.0, Knott 1.8, Laurel 4.5, Lee 0.9, Leslie 1.5, Lincoln 2.1, Madison 5.5, Menifee 0.5, Mercer 2.2, Montgomery 2.3, Nicholas 0.8, Owsley 0.5, Perry 3.5, Powell 1.2, Pulaski 5.5, Rockcastle 1.6, Rowan 1.9, Russell 1.7, Scott 2.4, Wolfe 0.7, Woodford 2.0. Tot. Hslds.: 329,600.

LIMA, OHIO— Allen 100.0. Tot. Hslds.: 40,700.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.8, Jewell 0.8, Phillips 1.1, Republic 1.1, Smith 0.9, Washington 1.2, NEB.: Adams 4.6, Boone 1.0, Brown 0.7, Buffalo 5.3, Chase 0.7, Clay 1.2, Custer 2.1, Dawson 3.4, Dundy 0.5, Fillmore 1.2, Franklin 0.7, Frontier 0.5, Furnas 1.0, Gage 3.5, Garfield 0.4, Gosper 0.3, Greeley 0.5, Hall 7.3, Hamilton 1.3, Harlan 0.7, Hayes 0.2, Holt 2.0, Howard 0.9, Jefferson 1.4, Kearney 1.0, Lancaster 30.8, Loup 0.1, Merrick 1.2, Nance 0.7, Nuckolls 1.0, Perkins 0.6, Phelps 1.4, Platte 4.2, Polk 0.9, Red Willow 1.9, Rock 0.3, Saline 1.9, Sherman 0.6, Thayer 1.1, Valley 0.9, Webster 0.7, Wheeler 0.2, York 2.2. Tot. Hslds.: 258,400.

LITTLE ROCK, ARK.— Arkansas 1.9, Bradley 1.1, Calhoun 0.5, Chicot 1.3, Clark 1.8, Cleburne 1.7, Cleveland 0.6, Conway 1.6, Dallas 0.9, Desha 1.4, Drew 1.4, Faulkner 4.0, Garland 6.9, Grant 1.1, Hot Spring 3.3, Independence 2.6, Jackson 1.7, Jefferson 6.7, Johnson 1.5, Lincoln 0.8, Lonoke 2.9, Monroe 1.0, Montgomery

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

0.7, Nevada 0.8, Ouachita 2.7, Perry 0.6, Pike 0.9, Polk 1.4, Pope 3.4, Prairie 0.8, Pulaski 29.2, Saline 4.2, Searcy 0.8, Stone 0.8, Van Buren 1.3, White 4.2, Woodruff 0.8, Yell 1.5. Tot. Hslds.: 455,300.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.6, Los Angeles 64.8, Orange 16.5, Riverside (western portion) 5.2, San Bernardino 8.3, Ventura 4.4. Tot. Hslds.: 4,573,400.

LOUISVILLE, KY.— IND.: Clark 6.5, Crawford 0.7, Floyd 4.5, Harrison 2.0, Jackson 2.7, Jefferson 2.1, Orange 1.4, Scott 1.4, Washington 1.6, KY.: Breckinridge 1.2, Bullitt 3.0, Grayson 1.6, Green 0.8, Hardin 5.3, Hart 1.2, Henry 0.9, Jefferson 50.8, Larue 0.9, Marion 1.1, Meade 1.5, Nelson 1.9, Oldham 2.0, Shelby 1.7, Spencer 0.4, Taylor 1.7, Trimble 0.4, Washington 0.7. Tot. Hslds.: [redacted]

LUBBOCK, TEX.— Bailey 2.0, Borden 0.2, Cochran 1.2, Crosby 2.0, Dawson 4.1, Dickens 0.9, Floyd 2.3, Garza 1.3, Hale 9.2, Hockley 6.0, Kent 0.3, King 0.1, Lamb 4.6, Lubbock 57.0, Lynn 2.0, Motley 0.6, Terry 3.8, Yoakum 2.4. Tot. Hslds.: 137,700.

MACON, GA.— Baldwin 7.3, Bibb 35.4, Bleckley 2.3, Crawford 1.5, Dodge 3.8, Dooly 2.4, Houston 17.9, Jones 4.1, Laurens 8.5, Monroe 3.3, Peach 4.4, Pulaski 2.0, Twiggs 2.1, Wheeler 1.2, Wilcox 1.6, Wilkinson 2.3. Tot. Hslds.: 159,600.

MADISON, WISC.— Columbia 8.2, Dane 62.3, Green 5.6, Iowa 3.5, Juneau 4.0, Lafayette 2.9, Marquette 2.5, Richland 3.1, Sauk 7.9. Tot. Hslds.: 213,100.

MANKATO, MINN.— IOWA: Emmet 21.9, MINN.: Blue Earth 78.1. Tot. Hslds.: 23,700.

MARQUETTE, MICH.— Alger 5.7, Baraga 5.3, Houghton 23.7, Iron 10.0, Keweenaw 1.2, Marquette 45.3, Ontonagon 6.2; WISC.: Florence 2.5. Tot. Hslds.: 56,100.

MCALLEN-BROWNSVILLE, TEX.— Cameron 39.0, Hidalgo 53.2, Starr 5.0, Willacy 2.8. Tot. Hslds.: 177,000.

MEDFORD, ORE.— CALIF.: Siskiyou 13.3; ORE.: Curry 5.5, Jackson 41.3, Josephine 20.2, Klamath 17.3, Lake 2.4. Tot. Hslds.: 127,500.

MEMPHIS, TENN.— ARK.: Crittenden 2.8, Cross 1.1, Lee 0.9, Mississippi 3.3, Phillips 1.9, Poinsett 1.6, St. Francis 1.7, MISS.: Alcorn 2.2, Benton 0.5, Coahoma 2.0, De Soto 3.4, Lafayette 2.0, Marshall 1.7, Panola 1.6, Quitman 0.7, Tate 1.1, Tippah 1.2, Tunica 0.5, Union 1.5, Yalobusha 0.8, MO.: Dunklin 2.3, Pemiscot 1.5, TENN.: Chester 0.8, Crockett 0.9, Dyer 2.2, Fayette 1.4, Gibson 3.2, Hardeman 1.4, Haywood 1.1, Lauderdale 1.5, McNairy 1.6, Shelby 48.0, Tipton 2.0. Tot. Hslds.: 591,800.

MERIDIAN, MISS.— ALA.: Choctaw 8.5, Sumter 8.0; MISS.: Clarke 9.4, Kemper 5.2, Lauderdale 44.3, Neshoba 13.5, Newton 11.0. Tot. Hslds.: 67,200.

MIAMI, FLA.— Broward 41.4, Dade 56.0, Monroe 2.6. Tot. Hslds.: 1,186,800.

MILWAUKEE, WISC.— Dodge 3.8, Jefferson 3.4, Milwaukee 53.0, Ozaukee 3.4, Racine 8.9, Sheboygan 5.3, Walworth 3.8, Washington 4.3, Waukesha 14.1. Tot. Hslds.: 705,100.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 5.9, Benton 0.8, Big Stone 0.2, Brown 0.8, Carver 1.2, Chippewa 0.5, Chisago 0.8, Cottonwood 0.4, Crow Wing 1.4, Dakota 6.4, Goodhue 1.2, Hennepin 32.5, Isanti 0.7, Jackson 0.4, Kanabec 0.4, Kandiyohi 1.2, Lac qui Parle 0.3, Le Sueur 0.7, Lyon 0.8, McLeod 0.9, Martin 0.8, Meeker 0.6, Mille Lacs 0.6, Morrison 0.9, Nicollet 0.8, Pine 0.6, Ramsey 15.0, Redwood 0.6, Renville 0.6, Rice 1.3, Scott 1.3, Sherburne 0.9, Sibley 0.5, Stearns 3.0, Steele 0.9, Stevens 0.3, Swift 0.4, Wabasha 0.6, Waseca 0.6, Washington 3.5, Watonwan 0.4, Wright 1.8, Yellow Medicine 0.4; WISC.: Barron 1.3, Burnett 0.4, Dunn 1.0, Pepin 0.2, Pierce 0.9, Polk 1.1, St. Croix 1.3. Tot. Hslds.: 1,198,300.

MINOT-BISMARCK-DICKINSON, N.D.— MONT.: Daniels 0.7, McCone 0.6, Richland 3.4, Roosevelt 2.6, Sheridan 1.5, Wibaux 0.3; N.D.: Adams 0.9, Billings 0.3, Bottineau 2.2, Bowman 1.1, Burke 1.0, Burleigh 15.7, Divide 0.8, Dunn 1.1, Emmons 1.4, Golden Valley 0.6, Grant 1.0, Hettinger 1.0, Kidder 1.0, Logan 0.8, McHenry 1.9, McIntosh 1.3, McKenzie 1.9, McLean 3.3, Mercer 3.5, Morton 6.8, Mountrail 2.0, Oliver 0.6, Pierce 1.4, Renville 0.9, Rolette 2.6, Sheridan 0.7, Sioux 0.6, Slope 0.3, Stark 6.3, Ward 14.8, Wells 1.9, Williams 6.7; S.D.: Campbell 0.6, Corson 1.0, Dewey 1.0, Walworth 1.9. Tot. Hslds.: 144,300.

MISSOULA, MONT.— Flathead 28.5, Granite 1.4, Lake 10.2, Mineral 2.1, Missoula 39.9, Ravalli 13.0, Sanders 4.9. Tot. Hslds.: 77,500.

MOBILE-PENSACOLA, ALA.— Baldwin 7.6, Clarke 2.2, Conecuh 1.3, Escambia 3.0, Mobile 31.9, Monroe 1.8, Washington 1.3; FLA.: Escambia 22.4, Okaloosa 11.2, Santa Rosa 5.5; MISS.: George 1.3, Greene 0.8, Jackson 9.9. Tot. Hslds.: 431,300.

MONROE-EL DORADO, LA.— ARK.: Ashley 5.0, Union 10.0; LA.: Caldwell 2.5, Catahoula 2.5, Concordia 4.4, East Carroll 2.1, Franklin 4.6, Jackson 3.7, La Salle 3.6, Lincoln 7.6, Madison 3.2, Morehouse 6.8, Ouachita 28.0, Richland 4.1, Tensas 1.6, Union 4.4, West Carroll 2.5, Winn 3.4. Tot. Hslds.: 182,800.

MONTGOMERY-SELMA, ALA.— Autauga 5.7, Bullock 1.8, Butler 3.7, Covington 7.0, Crenshaw 2.5, Dallas 8.9, Elmore 7.7, Lowndes 1.9, Macon 4.0, Marengo 4.0, Montgomery 36.6, Perry 2.3, Pike 4.8, Tallapoosa 6.9, Wilcox 2.2. Tot. Hslds.: 210,100.

NASHVILLE, TENN.— KY.: Allen 0.8, Barren 1.9, Butler 0.6, Christian 3.1, Clinton 0.5, Cumberland 0.4, Edmonson 0.5, Logan 1.4, Monroe 0.7, Simpson 0.8, Todd 0.6, Trigg 0.5; TENN.: Bedford 1.6, Benton 0.9, Cannon 0.6, Carroll 1.6, Cheatham 1.3, Clay 0.5, Coffee 2.2, Davidson 27.8, Decatur 0.6, De Kalb 0.8, Dickson 1.8, Fentress 0.8, Franklin 1.7, Giles 1.4, Henry 1.7, Hickman 0.8, Houston 0.3, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.1, Maury 2.9, Montgomery 4.4, Moore 0.2, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.7, Robertson 2.0, Rutherford 4.9, Smith 0.8, Stewart 0.5, Sumner 4.8, Trousdale 0.4, Van Buren 0.2, Warren 1.9, Wayne 0.8, White 1.1, Williamson 3.5, Wilson 3.3. Tot. Hslds.: 682,600.

NEW ORLEANS, LA.— Jefferson 27.4, Lafourche 4.5, Orleans 33.5, Plaquemines 1.3, St. Bernard 3.6, St. Charles 2.1, St. James 1.0, St. John the Baptist 2.0, St. Tammany 7.6, Tangipahoa 4.8, Terrebonne 5.3, Washington 2.5, MISS.: Hancock 1.6, Pearl River 2.0, Walthall 0.7. Tot. Hslds.: 647,000.

NEW YORK, N.Y.— CONN.: Fairfield 4.3; N.J.: Bergen 4.6, Essex 4.4, Hudson 3.1, Hunterdon 0.5, Middlesex 3.2, Monmouth 2.8, Morris 2.1, Ocean 2.3, Passaic 2.3, Somerset 1.1, Sussex 0.6, Union 2.7, Warren 0.5; N.Y.: Bronx 6.1, Dutchess 1.3, Kings 12.5, Nassau 6.5, New York (Manhattan) 10.9, Orange 1.3, Putnam 0.4, Queens 10.9, Richmond 1.9, Rockland 1.3, Suffolk 6.2, Sullivan 0.4, Ulster 0.9, Westchester 4.7; PA.: Pike 0.1. Tot. Hslds.: 6,870,400.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 1.0, Currituck 1.0, Dare 1.4, Gates 0.6, Hertford 1.5, Northampton 1.5, Pasquotank 2.1, Perquimans 0.7, VA.: Accomack 2.2, Chesapeake city 8.2, Franklin city 0.5, Gloucester 1.8, Hampton city 8.4, Isle of Wight 1.5, James City 1.6, Mathews 0.7, Newport News city 10.4, Norfolk city 17.8, Northampton 1.0, Poquoson city 0.8, Portsmouth city 7.0, Southampton 1.0, Suffolk city 3.1, Surry 0.4, Virginia Beach city 20.6, Williamsburg city 0.6, York 2.4. Tot. Hslds.: 523,000.

NORTH PLATTE, NEB.— Arthur 1.1, Blaine 1.6, Hooker 2.1, Keith 20.3, Lincoln 69.5, Logan 2.1, McPherson 1.1, Thomas 2.1. Tot. Hslds.: 18,700.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 1.8; TEX.: Andrews 3.4, Brewster 1.9, Crane 1.1, Crockett 1.1, Ector 33.9, Gaines 3.1, Glasscock 0.3, Howard 8.7, Jeff Davis 0.4, Loving 0.1, Martin 1.1, Midland 27.4, Pecos 3.2, Presidio 1.2, Reagan 0.9, Reeves 3.2, Terrell 0.4, Upton 1.1, Ward 3.3, Winkler 2.3. Tot. Hslds.: 149,800.

OKLAHOMA CITY, OKLA.— Alfalfa 0.4, Beckham 1.6, Blaine 0.9, Caddo 2.0, Canadian 4.2, Cleveland 9.6, Custer 2.0, Dewey 0.4, Ellis 0.4, Garfield 4.2, Garvin 1.9, Grady 2.7, Grant 0.4, Greer 0.5, Harmon 0.3, Harper 0.3, Hughes 1.0, Kay 3.4, Kingfisher 1.0, Kiowa 0.9, Lincoln 2.0, Logan 1.8, McClain 1.5, Major 0.6, Murray 0.8, Noble 0.8, Oklahoma 41.4, Payne 4.1, Pottawatomie 3.9, Roger Mills 0.3, Seminole 1.8, Washita 1.0, Woods 0.7, Woodward 1.4. Tot. Hslds.: 606,200.

OMAHA, NEB.— IOWA: Adams 0.6, Audubon 0.9, Cass 2.0, Crawford 2.0, Fremont 1.1, Harrison 1.7, Mills 1.4, Montgomery 1.6, Page 2.2, Pottawattamie 9.3, Shelby 1.6, Taylor 0.9; MO.: Atchison 0.9; NEB.: Burt 1.0, Butler 1.0, Cass 2.2, Colfax 1.0, Cuming 1.2, Dodge 3.9, Douglas 44.8, Johnson 0.6, Nemaha 0.9, Otoe 1.7, Pawnee 0.4, Richardson 1.2, Sarpy 8.7, Saunders 1.9, Seward 1.6, Washington 1.6. Tot. Hslds.: 354,300.

ORLANDO-DAYTONA BEACH-MELBOURNE, FLA.— Brevard 18.9, Flagler 0.9, Lake 7.2, Marion 8.9, Orange 28.6, Osceola 4.1, Seminole 11.6, Sumter 1.5, Volusia 18.2. Tot. Hslds.: 732,000.

OTTUMWA-KIRKSVILLE, IOWA— Davis 11.5, Jefferson 21.7, Van Buren 11.2; MO.: Adair 31.5, Putnam 7.5, Schuyler 6.8, Sullivan 9.8. Tot. Hslds.: 29,500.

PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION, KY.— ILL.: Alexander 1.5, Franklin 5.6, Hamilton 1.2, Hardin 0.7, Jackson 7.5, Johnson 1.2, Massac 1.9, Pope 0.6, Pulaski 1.1, Saline 3.8, Union 2.4, Williamson 7.7; KY.: Ballard 1.0, Caldwell 1.6, Calloway 3.8, Carlisle 0.7, Crittenden 1.1, Fulton 1.0, Graves 4.1, Hickman 0.7, Livingston 1.2, Lyon 0.8, McCracken 7.6, Marshall 3.2; MO.: Bollinger 1.2, Butler 4.6, Cape Girardeau 6.9, Carter 0.6, Mississippi 1.7, New Madrid 2.5, Perry 1.9, Reynolds 0.9, Scott 4.6, Stoddard 3.4, Wayne 1.5; TENN.: Lake 0.8, Obion 4.0, Weakley 3.8. Tot. Hslds.: 320,300.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 57,700.

PANAMA CITY, FLA.— Bay 56.1, Calhoun 4.4, Franklin 3.9, Gulf 4.9, Holmes 7.8, Liberty 1.9, Walton 13.0, Washington 8.0. Tot. Hslds.: 77,400.

PARKERSBURG, W.VA.— Wood 100.0. Tot. Hslds.: 35,800.

PEORIA, ILL.— Fulton 7.5, McLean 21.0, Marshall 2.4, Mason 3.4, Peoria 35.0, Putnam 1.1, Stark 1.3, Tazewell 22.8, Woodford 5.6. Tot. Hslds.: 216,900.

PHILADELPHIA, PA.— DEL.: Kent 1.4, New Castle 5.5; N.J.: Atlantic 3.0, Burlington 4.9, Camden 6.6, Cape May 1.5, Cumberland 1.8, Gloucester 2.8, Mercer 4.2, Salem 0.9; PA.: Berks 4.7, Bucks 6.7, Chester 4.5, Delaware 7.6, Lehigh 4.1, Monroe 1.1, Montgomery 9.2, Northampton 3.3, Philadelphia 23.7, Schuylkill 2.4. Tot. Hslds.: 2,654,800.

PHOENIX, ARIZ.— Apache (southern portion) 0.4, Gila 1.8, Graham 0.9, Greenlee 0.4, La Paz 0.6, Maricopa 81.5, Mohave 3.4, Navajo 2.5, Pinal 3.9, Yavapai 4.2; CALIF.: Riverside (eastern portion) 0.7. Tot. Hslds.: 862,300.

PITTSBURGH, PA.— MD.: Garrett 0.8; PA.: Allegheny 45.5, Armstrong 2.7, Beaver 6.0, Butler 4.5, Clarion 1.2, Fayette 5.0, Greene 1.3, Indiana 2.7, Lawrence 3.2, Venango 2.0, Washington 6.7, Westmoreland 12.0; W.VA.: Hancock 1.2, Marion 2.1, Monongalia 2.4, Preston 0.9. Tot. Hslds.: 1,223,500.

PORTLAND, ORE.— Benton 2.9, Clackamas 11.2, Clatsop 1.5, Columbia 1.6, Crook 0.6, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.6, Lincoln 1.9, Linn 4.1, Marion 9.6, Multnomah 29.1, Polk 2.1, Sherman 0.1, Tillamook 1.0, Union 1.1, Wasco 1.0, Washington 12.8, Wheeler 0.1, Yamhill 2.6; WASH.: Clark 9.7, Cowlitz 3.8, Klickitat 0.8, Skamania 0.4, Wahkiakum 0.2. Tot. Hslds.: 810,400.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 12.2, Cumberland 28.4, Franklin 3.5, Kennebec 13.9, Lincoln 3.5, Oxford 6.2, Sagadahoc 3.8, York 19.0; N.H.: Carroll 4.4, Coos 4.3; VT.: Essex 0.8. Tot. Hslds.: 304,300.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 29,500.

PROVIDENCE-NEW BEDFORD, R.I.— CONN.: Windham 6.0, MASS.: Bristol 31.4, Dukes 0.8, R.I.: Bristol 2.7, Kent 10.1, Newport 5.2, Providence 37.6, Washington 6.1. Tot. Hslds.: 571,800.

QUINCY-HANNIBAL, ILL.— Adams 19.6, Brown 1.6, Cass 4.0, Hancock 6.8, McDonough 9.3, Morgan 10.3, Pike 5.4, Schuyler 2.3, Scott 1.7; IOWA: Lee 11.9; MO.: Clark 2.2, Knox 1.5, Lewis 2.8, Macon 4.5, Marion 7.7, Monroe 2.5, Ralls 2.4, Scotland 1.5, Shelby 2.2. Tot. Hslds.: 139,200.

RALEIGH-DURHAM, N.C.— Chatham 2.2, Cumberland 13.6, Durham 10.1, Franklin 1.8, Granville 1.9, Halifax 3.2, Harnett 3.6, Hoke 1.1, Johnston 4.7, Lee 2.4, Moore 3.6, Nash 4.3, Orange 5.1, Person 1.8, Sampson 3.0, Scotland 1.9, Vance 2.2, Wake 21.6, Warren 0.9, Wayne 5.8, Wilson 3.8; VA.: Mecklenburg 1.7. Tot. Hslds.: 617,100.

RAPID CITY, S.D.— MONT.: Carter 0.7; NEB.: Garden 1.2, Grant 0.4, Sheridan 3.5, Sioux 0.8; S.D.: Bennett 1.2, Butte 4.0, Custer 3.1, Fall River 4.1, Haakon 1.2, Harding 0.7, Jackson 1.4, Lawrence 9.2, Meade 9.0, Pennington 34.6, Perkins 2.2, Shannon 2.9, Ziebach 0.7; WYO.: Crook 2.7, Sheridan 12.9, Weston 3.5. Tot. Hslds.: [redacted]

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 7.8, Lassen 4.8, Placer (eastern portion) 2.3; NEV.: Carson City 8.8, Churchill 3.5, Douglas 5.6, Esmeralda 0.2, Humboldt 2.6, Lander 1.1, Lyon 3.9, Mineral 1.5, Nye (northern portion) 1.5, Pershing 0.8, Storey 0.4, Washoe 55.0. Tot. Hslds.: 166,200.

RICHMOND, VA.— Amelia 0.6, Augusta 4.6, Brunswick 1.2, Buckingham 0.9, Caroline 1.5, Charles City 0.5, Chesterfield 13.2, Colonial Heights city 1.4, Cumberland 0.7, Dinwiddie 1.4, Emporia city 0.5, Essex 0.7, Fluvanna 0.9, Goochland 1.0, Greene 0.7, Greensville 0.7, Hanover 4.4, Henrico 17.7, Hopewell city 2.1, King and Queen 0.5, King William 0.8, Lancaster 1.0, Louisa 1.6, Lunenburg 1.0, Madison 0.9, Middlesex 0.8, Nelson 1.0, New Kent 0.9, Northumberland 1.0, Nottoway 1.2, Orange 1.7, Petersburg city 3.6, Powhatan 1.0, Prince Edward 1.2, Prince George 1.5, Richmond 0.6, Richmond city 21.0, Staunton city 1.8, Sussex 0.8, Waynesboro city 1.4. Tot. Hslds.: 416,700.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.3, Amherst 2.8, Appomattox 1.3, Bath 0.6, Bedford 3.6, Bedford city 0.6, Bland 0.6, Botetourt 2.5, Buena Vista city 0.6, Campbell 4.5, Charlotte 1.2, Clifton Forge city 0.5, Covington city 0.9, Craig 0.4, Danville city 5.0, Floyd 1.3, Franklin 3.7, Giles 1.8, Halifax 2.8, Henry 5.9, Highland 0.3, Lexington city 0.6, Lynchburg city 7.1, Martinsville

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

city 2.0, Montgomery 6.4, Pittsylvania 6.7, Pulaski 3.7, Radford city 1.1, Roanoke 7.5, Roanoke city 12.1, Rockbridge 1.9, Salem city 2.5, South Boston city 0.8, Wythe 2.7, W.VA.: Monroe 1.4, Pocahontas 1.1. Tot. Hslds.: 343,200.

ROCHESTER, N.Y.— Livingston 5.6, Monroe 76.0, Ontario 9.5, Wayne 8.9. Tot. Hslds.: 351,900.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.6, Floyd 5.1, Hancock 3.9, Howard 2.9, Kossuth 5.7, Mitchell 3.2, Winnebago 3.7, Worth 2.5, MINN.: Dodge 3.8, Faribault 5.2, Fillmore 5.5, Freeborn 9.4, Mower 10.5, Olmsted 24.9. Tot. Hslds.: 143,100.

ROCKFORD, ILL.— Boone 5.5, Ogle 9.2, Stephenson 10.0, Winnebago 48.6, WISC.: Rock 26.7. Tot. Hslds.: 182,900.

ROSWELL, N.M.— Chaves 36.5, Eddy 30.8, Lea (northern portion) 32.6. Tot. Hslds.: 61,300.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.0, Calaveras 1.1, Colusa 0.6, Contra Costa (eastern portion) 2.9, El Dorado (western portion) 3.0, Mono 0.4, Nevada 2.8, Placer (western portion) 5.4, Plumas 0.8, Sacramento 37.4, San Joaquin 16.0, Sierra 0.2, Solano (eastern portion) 6.0, Stanislaus 11.5, Sutter 2.3, Tuolumne 1.7, Yolo 5.0, Yuba 2.1. Tot. Hslds.: 938,900.

ST. JOSEPH, MO.— Buchanan 67.0, Harrison 8.8, Holt 5.6, Nodaway 16.3, Worth 2.3. Tot. Hslds.: 47,900.

ST. LOUIS, MO.— ILL.: Bond 0.6, Calhoun 0.2, Clinton 1.1, Fayette 0.8, Greene 0.6, Jefferson 1.5, Jersey 0.7, Macoupin 1.9, Madison 8.7, Marion 1.7, Monroe 0.7, Montgomery 1.2, Perry 0.8, Randolph 1.2, St. Clair 8.9, Washington 0.6, MO.: Crawford 0.7, Franklin 2.4, Gasconade 0.5, Iron 0.4, Jefferson 5.0, Lincoln 0.8, Madison 0.4, Montgomery 0.4, Pike 0.6, St. Charles 5.2, Ste. Genevieve 0.5, St. Francois 1.5, St. Louis 33.4, St. Louis city 16.1, Warren 0.5, Washington 0.6. Tot. Hslds.: 1,082,300.

SALINAS-MONTEREY, CALIF.— Monterey 54.1, San Benito 5.0, Santa Cruz 41.0. Tot. Hslds.: 201,600.

SALISBURY, MD.— DEL.: Sussex 46.5, MD.: Somerset 7.9, Wicomico 29.7, Worcester 15.9. Tot. Hslds.: 85,300.

SALT LAKE CITY, UTAH— COLO.: Dolores 0.1; IDA.: Bear Lake 0.4, Franklin 0.5, Oneida 0.2; MONT.: Fallon 0.2; NEV.: Elko 1.4, Eureka 0.1, White Pine 0.6; UTAH: Beaver 0.3, Box Elder 1.9, Cache 3.5, Carbon 1.5, Daggett 0.0, Davis 8.4, Duchesne 0.8, Emery 0.7, Garfield 0.2, Grand 0.5, Iron 1.1, Juab 0.3, Kane 0.3, Millard 0.7, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 40.2, San Juan 0.6, Sanpete 0.9, Sevier 0.9, Summit 0.8, Tooele 1.5, Uintah 1.4, Utah 11.8, Wasatch 0.5, Washington 1.8, Wayne 0.1, Weber 9.3; WYO.: Big Horn 0.8, Sublette 0.3, Sweetwater 2.8, Teton 0.8, Uinta 1.3. Tot. Hslds.: 580,100.

SAN ANGELO, TEX.— Concho 2.4, Irion 1.1, Kimble 3.5, McCulloch 7.6, Menard 2.0, Schleicher 2.2, Sterling 0.9, Sutton 4.1, Tom Green 76.3. Tot. Hslds.: 45,800.

SAN ANTONIO, TEX.— Atascosa 1.9, Bandera 0.7, Bexar 70.3, Comal 3.2, De Witt 1.4, Dimmit 0.6, Edwards 0.1, Frio 0.8, Goliad 0.4, Gonzales 1.1, Guadalupe 3.7, Karnes 0.9, Kendall 0.9, Kerr 2.7, Kinney 0.2, La Salle 0.4, Lavaca 1.4, McMullen 0.1, Maverick 1.8, Medina 1.6, Real 0.2, Uvalde 1.5, Val Verde 2.4, Wilson 1.2, Zavala 0.6. Tot. Hslds.: 526,500.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 786,500.

SAN FRANCISCO, CALIF.— Alameda 21.9, Contra Costa (western portion) 11.6, Lake 1.0, Marin 4.5, Mendocino 1.4, Napa 1.9, San Francisco 15.1, San Mateo 11.4, Santa Clara 23.1, Solano (western portion) 1.8, Sonoma 6.4. Tot. Hslds.: 2,116,200.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 36.1, Santa Barbara 63.9. Tot. Hslds.: 196,100.

SARASOTA, FLA.— Sarasota 100.0. Tot. Hslds.: 113,100.

SAVANNAH, GA.— Appling 2.7, Bacon 1.7, Bryan 2.0, Bulloch 5.8, Candler 1.3, Chatham 37.4, Effingham 3.6, Evans 1.5, Jeff Davis 2.1, Liberty 5.8, Long 0.8, McIntosh 1.5, Montgomery 1.[illegible], Pierce 2.1, Tattnall 3.0, Toombs 4.2, Treutlen 1.0, Wayne 3.5; S.C.: Beaufort [illegible].9, Hampton 3.3, Jasper 2.6. Tot. Hslds.: 205,700.

SEATTLE-TACOMA, WASH.— Chelan 1.6, Clallam 1.8, Grays Harbor 2.1, Island 1.5, Jefferson 0.6, King 44.8, Kitsap 5.1, Kittitas (western portion) 0.2, Lewis 1.8, Mason 1.1, Pacific 0.6, Pierce 16.2, San Juan 0.3, Skagit 2.2, Snohomish 11.7, Thurston 4.6, Whatcom 3.6. Tot. Hslds.: 1,215,100.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.4, Hempstead 2.1, Howard 1.2, Lafayette 0.9, Little River 1.2, Miller 3.5, Sevier 1.3; LA.: Bienville 1.5, Bossier 7.8, Caddo 25.1, Claiborne 1.6, De Soto 2.4, Natchitoches 3.4, Red River 0.9, Sabine 2.5, Webster 4.1, OKLA.: McCurtain 3.2, TEX.: Bowie 7.3, Camp 1.0, Cass 2.8, Franklin 0.8, Harrison 4.9, Marion 1.1, Morris 1.3, Panola 2.1, Red River 1.6, Rusk 4.1, San Augustine 0.8, Shelby 2.3, Titus 2.1, Upshur 2.9. Tot. Hslds.: 409,400.

SIOUX CITY, IOWA— Buena Vista 4.8, Cherokee 3.7, Clay 4.8, Dickinson 4.0, Ida 2.1, Monona 2.7, O'Brien 3.8, Osceola 1.9, Palo Alto 2.8, Plymouth 5.4, Sac 3.3, Sioux 6.4, Woodbury 22.7, NEB.: Antelope 1.9, Cedar 2.4, Dakota 3.9, Dixon 1.6, Knox 2.4, Madison 7.5, Pierce 1.8, Stanton 1.4, Thurston 1.4, Wayne 2.0, S.D.: Clay 2.9, Union 2.5. Tot. Hslds.: 168,800.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.1, MINN.: Lincoln 1.3, Murray 1.8, Nobles 3.6, Pipestone 1.9, Rock 1.7, NEB.: Boyd 0.6, Cherry 1.2, Keya Paha 0.2, S.D.: Aurora 0.5, Beadle 3.3, Bon Homme 1.4, Brookings 4.0, Brown 6.6, Brule 0.9, Buffalo 0.2, Charles Mix 1.5, Clark 0.9, Codington 3.8, Davison 3.4, Day 1.4, Deuel 0.9, Douglas 0.6, Edmunds 0.8, Faulk 0.5, Grant 1.5, Gregory 1.0, Hamlin 0.9, Hand 0.8, Hanson 0.5, Hughes 2.7, Hutchinson 1.6, Hyde 0.4, Jerauld 0.5, Jones 0.3, Kingsbury 1.2, Lake 1.9, Lincoln 2.3, Lyman 0.6, McCook 1.1, McPherson 0.7, Marshall 0.9, Mellette 0.3, Miner 0.6, Minnehaha 21.7, Moody 1.1, Potter 0.6, Roberts 1.7, Sanborn 0.5, Spink 1.5, Stanley 0.4, Sully 0.3, Todd 0.9, Tripp 1.2, Turner 1.6, Yankton 3.3. Tot. Hslds.: 218,400.

SOUTH BEND-ELKHART, IND.— Elkhart 18.3, Fulton 2.6, Kosciusko 8.1, La Grange 3.0, Marshall 5.2, Pulaski 1.6, St. Joseph 30.7, Starke 2.8, MICH.: Berrien 21.2, Cass 6.3. Tot. Hslds.: 286,230.

SPOKANE, WASH.— IDA.: Benewah 1.0, Bonner 3.2, Boundary 0.8, Clearwater 1.1, Idaho 1.7, Kootenai 7.7, Latah 3.2, Lewis 0.4, Nez Perce 3.9, Shoshone 1.9, MONT.: Lincoln 2.1, ORE.: Wallowa 0.9, WASH.: Adams 1.6, Asotin 2.2, Columbia 0.5, Douglas 2.9, Ferry 0.7, Garfield 0.3, Grant 6.0, Lincoln 1.2, Okanogan 4.0, Pend Oreille 1.0, Spokane 43.6, Stevens 3.5, Whitman 4.7. Tot. Hslds.: 320,900.

SPRINGFIELD, MASS.— Hampden 77.2, Hampshire 22.8. Tot. Hslds.: 213,300.

SPRINGFIELD, MO.— ARK.: Baxter 4.6, Boone 3.9, Carroll 2.6, Fulton 1.5, Izard 1.6, Marion 1.6, Newton 1.0, MO.: Barry 3.4, Benton 1.8, Camden 3.2, Cedar 1.7, Christian 3.2, Dade 1.1, Dallas 1.7, Dent 2.0, Douglas 1.6, Greene 26.1, Hickory 1.0, Howell 4.1, Laclede 3.4, Lawrence 4.0, Oregon 1.4, Ozark 1.2, Polk 2.5, Pulaski 3.8, St. Clair 1.2, Shannon 1.0, Stone 2.5, Taney 3.3, Texas 2.9, Webster 2.[illegible], Wright 2.2. Tot. Hslds.: 287,100.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 18.9, Christian 4.4, Coles 6.0, De Witt 2.2, Douglas 2.3, Effingham 3.7, Ford 1.8, Logan 3.4, Macon 15.5, Menard 1.4, Moultrie 1.7, Piatt 2.0, Sangamon 22.7, Shelby 2.8, Vermilion 11.2. Tot. Hslds.: 325,400.

SYRACUSE, N.Y.— Cayuga 7.7, Cortland 4.5, Madison 6.1, Oneida (western portion) 8.5, Onondaga 46.2, Oswego 11.2, Schuyler 1.7, Seneca 3.2, Tompkins 8.4, Yates 2.3. Tot. Hslds.: 373,500.

TALLAHASSEE-THOMASVILLE, FLA.— Gadsden 8.4, Jefferson 2.4, Lafayette 0.9, Leon 40.3, Madison 3.2, Taylor 4.1, Wakulla 3.0, GA.: Brooks 3.2, Decatur 5.6, Echols 0.5, Grady 4.6, Lowndes 15.7, Thomas 8.2. Tot. Hslds.: 161,200.

TAMPA-ST. PETERSBURG, FLA.— Citrus 3.2, De Soto 0.7, Hardee 0.7, Hernando 2.8, Highlands 2.3, Hillsborough 26.6, Manatee 7.1, Pasco 9.4, Pinellas 34.7, Polk 12.6. Tot. Hslds.: 1,069,800.

TERRE HAUTE, IND.— ILL.: Clark 4.1, Clay 3.8, Crawford 5.0, Cumberland 2.7, Edgar 5.1, Jasper 2.6, Lawrence 4.1, Richland 4.3, IND.: Clay 5.7, Daviess 6.3, Greene 7.3, Knox 9.7, Martin 2.4, Parke 3.6, Sullivan 4.9, Vermillion 4.4, Vigo 24.1. Tot. Hslds.: 165,100.

TOLEDO, OHIO— MICH.: Lenawee 7.7, OHIO: Defiance 3.4, Fulton 3.5, Hancock 6.1, Henry 2.5, Lucas 44.0, Ottawa 3.7, Putnam 2.7, Sandusky 5.8, Seneca 5.4, Williams 3.4, Wood 9.7, Wyandot 2.0. Tot. Hslds.: 401,400.

TOPEKA, KANS.— Clay 2.7, Coffey 2.7, Geary 7.0, Jackson 2.9, Lyon 9.9, Marshall 3.6, Morris 1.8, Nemaha 2.9, Osage 4.2, Pottawatomie 4.0, Riley 13.8, Shawnee 42.8, Wabaunsee 1.7. Tot. Hslds.: 146,100.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.1, Benzie 2.8, Charlevoix 5.0, Cheboygan 5.2, Chippewa 6.4, Crawford 2.3, Emmet 5.8, Grand Traverse 13.8, Kalkaska 3.0, Lake 2.3, Leelanau 3.6, Luce 1.4, Mackinac 2.4, Manistee 6.0, Mason 6.6, Missaukee 2.4, Montmorency 2.0, Osceola 4.7, Oscoda 1.8, Otsego 3.6, Presque Isle 3.4, Roscommon 5.0, Wexford 6.4. Tot. Hslds.: 155,200.

TUCSON, ARIZ.— Cochise 11.6, Pima 84.7, Santa Cruz 2.6, N.M.: Catron 0.3, Hidalgo 0.7. Tot. Hslds.: 298,600.

TULSA, OKLA.— KANS.: Chautauqua 0.5, Montgomery 3.6; OKLA.: Adair 1.5, Cherokee 2.8, Craig 1.2, Creek 5.6, Delaware 2.3, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 2.9, Muskogee 5.8, Nowata 1.0, Okfuskee 1.0, Okmulgee 3.3, Osage 3.5, Pawnee 1.5, Pittsburg 3.5, Rogers 4.2, Tulsa 44.3, Wagoner 3.9, Washington 4.5. Tot. Hslds.: 463,900.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 52,200.

TWIN FALLS, IDA.— Gooding 14.7, Jerome 17.9, Lincoln 3.9, Twin Falls 63.5. Tot. Hslds.: 30,700.

TYLER-LONGVIEW, TEX.— Angelina 14.9, Cherokee 9.2, Gregg 25.5, Houston 5.1, Nacogdoches 11.5, Smith 33.8. Tot. Hslds.: 164,100.

UTICA, N.Y.— Herkimer 23.4, Oneida (eastern portion) 56.0, Otsego 20.6. Tot. Hslds.: 105,700.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 26,500.

WACO-TEMPLE, TEX.— Bell 25.7, Brazos 17.8, Burleson 2.3, Coryell 7.2, Falls 3.2, Lampasas 2.3, Leon 2.2, McLennan 30.3, Madison 1.5, Milam 3.9, Mills 0.8, Robertson 2.7. Tot. Hslds.: 227,400.

WASHINGTON, D.C.— District of Columbia 16.4, MD.: Allegany 1.9, Calvert 0.9, Charles 1.7, Frederick 2.8, Montgomery 15.2, Prince George's 15.3, St. Mary's 1.4, PA.: Franklin 2.8, Fulton 0.3, VA.: Alexandria city 3.5, Arlington 4.7, Clarke 0.2, Culpeper 0.5, Fairfax 15.8, Fairfax city 0.5, Falls Church city 0.3, Fauquier 0.9, Frederick 0.8, Fredericksburg city 0.5, King George 0.2, Loudoun 1.5, Manassas city 0.4, Manassas Park city 0.1, Page 0.5, Prince William 3.3, Rappahannock 0.2, Shenandoah 0.7, Spotsylvania 0.8, Stafford 1.0, Warren 0.6, Westmoreland 0.4, Winchester city 0.5, W.VA.: Berkeley 1.2, Hampshire 0.4, Hardy 0.2, Jefferson 0.8, Mineral 0.7, Morgan 0.3. Tot. Hslds.: 1,551,300.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 41.3, Lewis 10.9, St. Lawrence 47.8. Tot. Hslds.: 79,700.

WAUSAU-RHINELANDER, WISC.— Adams 3.2, Clark 7.5, Forest 2.1, Langlade 4.6, Lincoln 6.7, Marathon 25.3, Oneida 7.8, Portage 12.6, Price 3.9, Taylor 3.9, Vilas 4.5, Wood 17.8. Tot. Hslds.: 162,200.

WEST PALM BEACH-FT. PIERCE-VERO BEACH, FLA.— Indian River 7.4, Martin 8.2, Okeechobee 2.2, Palm Beach 71.8, St. Lucie 10.5. Tot. Hslds.: 434,900.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 20.1, Guernsey 10.0, Harrison 4.0, Jefferson 20.7, Monroe 3.9, Noble 2.7, W.VA.: Brooke 6.8, Marshall 9.6, Ohio 14.7, Tyler 2.6, Wetzel 5.1. Tot. Hslds.: 157,800.

WICHITA-HUTCHINSON, KANS.— Barber 0.7, Barton 3.0, Butler 4.1, Chase 0.3, Cheyenne 0.4, Clark 0.2, Comanche 0.2, Cowley 3.4, Decatur 0.4, Dickinson 1.9, Edwards 0.4, Elk 0.4, Ellis 2.5, Ellsworth 0.7, Finney 2.3, Ford 2.3, Gove 0.3, Graham 0.4, Grant 0.6, Gray 0.4, Greeley 0.2, Greenwood 0.9, Hamilton 0.2, Harper 0.8, Harvey 2.7, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.8, Kiowa 0.4, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.5, Marion 1.2, Meade 0.4, Mitchell 0.8, Morton 0.3, Ness 0.4, Norton 0.6, Osborne 0.5, Ottawa 0.5, Pawnee 0.8, Pratt 1.0, Rawlins 0.4, Reno 6.1, Rice 1.1, Rooks 0.6, Rush 0.4, Russell 0.9, Saline 4.7, Scott 0.5, Sedgwick 35.0, Seward 1.5, Sheridan 0.3, Sherman 0.7, Stafford 0.6, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.8, Trego 0.4, Wallace 0.2, Wichita 0.2, NEB.: Hitchcock 0.4; OKLA.: Beaver 0.7. Tot. Hslds.: 422,600.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 23.4, Cotton 1.8, Jackson 6.8, Jefferson 2.1, Stephens 10.7, Tillman 2.7, TEX.: Archer 1.8, Baylor 1.2, Clay 2.5, Foard 0.6, Hardeman 1.5, Jack 1.8, Knox 1.2, Montague 4.5, Throckmorton 0.6, Wichita 27.8, Wilbarger 3.8, Young 5.2. Tot. Hslds.: 162,500.

WILKES BARRE-SCRANTON, PA.— Carbon 5.0, Clinton 3.3, Columbia 5.4, Lackawanna 19.8, Luzerne 30.6, Lycoming 10.3, Montour 1.4, Northumberland 9.3, Snyder 2.9, Sullivan 0.6, Susquehanna 3.4, Union 2.5, Wayne 3.4, Wyoming 2.3. Tot. Hslds.: 428,100.

WILMINGTON, N.C.— Bladen 8.4, Brunswick 12.6, Columbus 13.9, New Hanover 32.6, Pender 6.5, Robeson 26.0. Tot. Hslds.: 132,900.

YAKIMA, WASH.— ORE.: Morrow 1.7, Umatilla 13.1; WASH.: Benton 22.8, Franklin 7.8, Kittitas (eastern portion) 4.2, Walla Walla 10.5, Yakima 40.0. Tot. Hslds.: 167,700.

YOUNGSTOWN, OHIO— Columbiana 14.8, Mahoning 36.8, Trumbull 31.5, PA.: Mercer 16.9. Tot. Hslds.: 278,700.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 31,400.

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1985												
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
1	2				3						4	5	6

1 The *Survey's* **TV Markets** are Arbitron's Areas of Dominant Influence (ADIs). Arbitron, which generates ratings of TV programs, studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market or origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, Arbitron splits certain counties, treating each portion as if it were a separate county). Each county (or portion) is allocated exclusively to a single ADI, thus elminating overlap. All of the U.S. is covered except for Hawaii and Alaska.

2 Population is the number of **persons** living in the ADI on 12/31/85. It includes those living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. **Households** are units made up of all the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. Two further refinements of total population are the number of **Black persons** and **Spanish-origin persons** living in the ADI as of 12/31/85.
Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator will include the income of people not living in households.

3 Population by Age Groups was added to the *Survey* in recognition of the fact that advertisers evaluate TV markets primarily on the basis of audience characteristics. The age groups shown are those popularly associated with lifestyle phases. Thus the 2 to 11 age group is identified with the children's market; the 12 to 17 age group with the teenage market, the 18 to 24 age group with the young adult market, etc. The population totals represent the number of persons living in the ADI as of 12/31/85. Costs, of course, are also a major consideration in the selection of TV markets. However, these are determined as a result of negotiations and the laws of supply and demand; hence, any tabulation of such is usually outdated as soon as it appears.

4 Effective Buying Income (EBI), a classification developed exclusively by Sales and Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, business, and diplomatic personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 28 *Survey of Buying Power*, should be considered.

5 Total Retail Sales are net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by purchases by nonhousehold units such as businesses and inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

6 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of the market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of the U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your product, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

POPULATION

ADI	(Thous.)	Rank
New York, N.Y.	18,447.3	1
Los Angeles, Calif.	12,639.2	2
Chicago, Ill.	8,613.3	3
Philadelphia, Pa.	7,221.5	4
Boston, Mass.	5,519.4	5
San Francisco, Calif.	5,464.0	6
Detroit, Mich.	4,674.1	7
Dallas - Ft. Worth, Tex.	4,221.4	8
Washington, D.C.	4,219.6	9
Houston, Tex.	3,970.9	10
Cleveland, Ohio	3,842.1	11
Atlanta, Ga.	3,314.4	12
Minneapolis - St. Paul, Minn.	3,267.7	13
Pittsburgh, Pa.	3,216.8	14
Seattle - Tacoma, Wash.	3,100.7	15
Miami, Fla.	3,001.3	16
St. Louis, Mo.	2,932.9	17
Tampa - St. Petersburg, Fla.	2,590.3	18
Denver, Colo.	2,587.5	19
Sacramento - Stockton, Calif.	2,485.9	20
Baltimore, Md.	2,457.7	21
Phoenix, Ariz.	2,293.8	22
Indianapolis, Ind.	2,273.9	23
Hartford - New Haven, Conn.	2,259.2	24
San Diego, Calif.	2,140.9	25
Portland, Ore.	2,112.2	26
Cincinnati, Ohio	1,961.7	27
Kansas City, Mo.	1,899.5	28
Milwaukee, Wisc.	1,894.2	29
Nashville, Tenn.	1,866.4	30
Orlando - Daytona Beach - Melbourne, Fla.	1,863.4	31
Salt Lake City, Utah	1,852.6	32
New Orleans, La.	1,811.3	33
Charlotte, N.C.	1,802.0	34
Columbus, Ohio	1,743.1	35
Raleigh - Durham, N.C.	1,725.8	36
Buffalo, N.Y.	1,707.0	37
Memphis, Tenn.	1,679.2	38
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,648.9	39
Greenville - Spartanburg - Asheville, S.C.-N.C.	1,629.8	40
Oklahoma City, Okla.	1,583.9	41
San Antonio, Tex.	1,578.4	42
Providence - New Bedford, R.I.-Mass.	1,569.5	43
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,546.7	44
Birmingham, Ala.	1,485.3	45
Charleston - Huntington, W.Va.	1,443.3	46
Harrisburg - York - Lancaster - Lebanon, Pa.	1,434.6	47
Louisville, Ky.	1,413.8	48
Dayton, Ohio	1,366.8	49
Greensboro - Winston-Salem - High Point, N.C.	1,341.9	50
Albany - Schenectady - Troy, N.Y.	1,314.3	51
Little Rock, Ark.	1,251.6	52
Flint - Saginaw - Bay City, Mich.	1,240.3	53
Tulsa, Okla.	1,218.4	54
Mobile - Pensacola, Ala.-Fla.	1,210.9	55
Fresno - Visalia, Calif.	1,196.9	56
Richmond, Va.	1,186.6	57
Jacksonville, Fla.	1,143.5	58
Wilkes-Barre - Scranton, Pa.	1,142.9	59
Shreveport - Texarkana, La.-Tex.-Ark.	1,128.2	60
Knoxville, Tenn.	1,113.6	61
Albuquerque, N.M.	1,110.9	62
Wichita - Hutchinson, Kans.	1,106.7	63
Toledo, Ohio	1,102.5	64
Syracuse, N.Y.	1,052.6	65
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	1,035.6	66
Green Bay, Wisc.	999.3	67
Roanoke - Lynchburg, Va.	983.9	68
Des Moines, Iowa	979.1	69
Rochester, N.Y.	959.7	70
Omaha, Neb.	942.8	71
Lexington, Ky.	922.4	72
Cedar Rapids - Waterloo - Dubuque, Iowa	888.2	73
Davenport - Rock Island - Moline, Iowa-Ill.	879.6	74
Spokane, Wash.	857.8	75
Springfield - Decatur - Champaign, Ill.	855.3	76
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	845.6	77
Austin, Tex.	844.2	78
Chattanooga, Tenn.	828.8	79
Portland - Poland Spring, Maine	812.1	80
Jackson, Miss.	807.5	81
Bristol - Kingsport - Johnson City, Tenn.	805.1	82
South Bend - Elkhart, Ind.	792.0	83
Johnstown - Altoona, Pa.	785.9	84
Columbia, S.C.	782.2	85
Springfield, Mo.	775.2	86
Baton Rouge, La.	768.0	87
Tucson, Ariz.	764.3	88
Youngstown, Ohio	757.3	89
Evansville, Ind.	722.0	90
Huntsville - Decatur - Florence, Ala.	715.1	91
Burlington - Plattsburgh, Vt.-N.Y.	695.1	92
El Paso, Tex.	684.7	93
Lincoln - Hastings - Kearney, Neb.	677.7	94
Greenville - New Bern - Washington, N.C.	658.5	95
Waco - Temple, Tex.	650.6	96
McAllen - Brownsville, Tex.	641.8	97
Ft. Wayne, Ind.	627.1	98
Augusta, Ga.	624.6	99
Lansing, Mich.	618.5	100
Charleston, S.C.	612.5	101
Savannah, Ga.	602.6	102
Fargo, N.D.	599.8	103
Montgomery - Selma, Ala.	595.6	104
Peoria, Ill.	586.5	105
Sioux Falls - Mitchell, S.D.	586.5	105
Springfield, Mass.	586.1	107
Salinas - Monterey, Calif.	580.8	108
Colorado Springs - Pueblo, Colo.	577.0	109
Lafayette, La.	574.8	110
Las Vegas, Nev.	566.1	111
Madison, Wisc.	549.6	112
Corpus Christi, Tex.	532.2	113
Monroe - El Dorado, La.-Ark.	520.3	114
Rockford, Ill.	519.2	115
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	519.1	116
Columbus, Ga.	499.3	117
Ft. Myers - Naples, Fla.	495.3	118
Amarillo, Tex.	480.7	119
Beaumont - Port Arthur, Tex.	475.6	120
Duluth - Superior, Minn.-Wisc.	467.0	121
Joplin - Pittsburg, Mo.-Kans.	464.8	122
Macon, Ga.	462.4	123
Yakima, Wash.	461.2	124
Tyler - Longview, Tex.	457.1	125
Tallahassee - Thomasville, Fla.-Ga.	453.8	126
Wichita Falls - Lawton, Tex.-Okla.	450.1	127
Sioux City, Iowa	448.8	128
Wausau - Rhinelander, Wisc.	448.5	129
Columbus - Tupelo, Miss.	444.9	130
Terre Haute, Ind.	437.6	131
Boise, Ida.	436.5	132
Binghamton, N.Y.	435.3	133
La Crosse - Eau Claire, Wisc.	433.6	134
Erie, Pa.	427.7	135
Eugene, Ore.	426.2	136
Columbia - Jefferson City, Mo.	425.6	137
Odessa - Midland, Tex.	424.7	138
Wheeling - Steubenville, W.Va.-Ohio	421.1	139
Traverse City - Cadillac, Mich.	420.3	140
Reno, Nev.	415.9	141
Minot - Bismarck - Dickinson, N.D.	413.5	142
Florence, S.C.	411.1	143
Bluefield - Beckley - Oak Hill, W.Va.	410.2	144
Bakersfield, Calif.	404.4	145
Topeka, Kans.	397.6	146
Lubbock, Tex.	397.4	147
Albany, Ga.	396.2	148
Ft. Smith, Ark.	391.8	149
Chico - Redding, Calif.	389.8	150
Wilmington, N.C.	377.1	151
Rochester - Mason City - Austin, Minn.-Iowa	375.0	152
Quincy - Hannibal, Ill.-Mo.	369.8	153
Bangor, Maine	348.8	154
Medford, Ore.	334.8	155
Idaho Falls - Pocatello, Ida.	323.7	156
Abilene - Sweetwater, Tex.	313.8	157
Utica, N.Y.	295.9	158
Dothan, Ala.	272.5	159
Alexandria, La.	267.6	160
Greenwood - Greenville, Miss.	257.1	161
Laurel - Hattiesburg, Miss.	253.3	162
Sarasota, Fla.	247.6	163
Elmira, N.Y.	241.0	164
Watertown - Carthage, N.Y.	236.5	165
Salisbury, Md.	231.8	166
Billings - Hardin, Mont.	230.4	167
Rapid City, S.D.	230.4	167
Clarksburg - Weston, W.Va.	230.1	169
Lake Charles, La.	220.1	170
Gainesville, Fla.	212.9	171
Panama City, Fla.	205.8	172
Missoula, Mont.	199.2	173
El Centro - Yuma, Calif.-Ariz.	190.2	174
Ardmore - Ada, Okla.	188.9	175
Meridian, Miss.	188.3	176
Jonesboro, Ark.	184.8	177
Grand Junction, Colo.	183.6	178
Biloxi - Gulfport - Pascagoula, Miss.	179.4	179
Great Falls, Mont.	178.3	180
Roswell, N.M.	170.6	181
Alexandria, Minn.	167.1	182
Marquette, Mich.	159.3	183
Casper - Riverton, Wyo.	155.8	184
Palm Springs, Calif.	155.4	185
Tuscaloosa, Ala.	144.2	186
Eureka, Calif.	133.4	187
Lafayette, Ind.	132.6	188
Cheyenne - Scottsbluff, Wyo.	131.7	189
Butte, Mont.	129.9	190
St. Joseph, Mo.	128.1	191
San Angelo, Tex.	127.4	192
Laredo, Tex.	126.7	193
Jackson, Tenn.	123.1	194
Hagerstown, Md.	114.1	195
Lima, Ohio	113.0	196
Bowling Green, Ky.	105.9	197
Charlottesville, Va.	101.7	198
Farmington, N.M.	100.6	199
Harrisonburg, Va.	99.7	200
Parkersburg, W.Va.	93.0	201
Twin Falls, Ida.	89.2	202
Flagstaff, Ariz.	88.1	203
Presque Isle, Maine	87.2	204
Zanesville, Ohio	84.8	205
Ottumwa - Kirksville, Iowa-Mo.	78.5	206
Victoria, Tex.	77.7	207
Bend, Ore.	69.2	208
Mankato, Minn.	65.3	209
North Platte, Neb.	49.8	210
Helena, Mont.	47.5	211
Alpena, Mich.	31.5	212
Glendive, Mont.	14.3	213

HOUSEHOLDS

ADI	(Thous.)	Rank
New York, N.Y.	6,870.4	1
Los Angeles, Calif.	4,573.4	2
Chicago, Ill.	3,090.1	3
Philadelphia, Pa.	2,654.6	4
San Francisco, Calif.	2,116.2	5
Boston, Mass.	2,047.9	6
Detroit, Mich.	1,694.8	7
Dallas - Ft. Worth, Tex.	1,572.1	8
Washington, D.C.	1,551.3	9
Houston, Tex.	1,431.6	10
Cleveland, Ohio	1,428.1	11
Pittsburgh, Pa.	1,223.5	12
Seattle - Tacoma, Wash.	1,215.1	13
Atlanta, Ga.	1,205.6	14
Minneapolis - St. Paul, Minn.	1,199.3	15
Miami, Fla.	1,188.6	16
Tampa - St. Petersburg, Fla.	1,069.8	17
St. Louis, Mo.	1,062.3	18
Denver, Colo.	1,018.7	19
Sacramento - Stockton, Calif.	938.9	20
Baltimore, Md.	888.0	21
Phoenix, Ariz.	882.3	22
Hartford - New Haven, Conn.	827.9	23
Indianapolis, Ind.	826.7	24
Portland, Ore.	810.4	25
San Diego, Calif.	786.5	26
Orlando - Daytona Beach - Melbourne, Fla.	732.0	27
Cincinnati, Ohio	717.4	28
Kansas City, Mo.	708.2	29
Milwaukee, Wisc.	705.1	30
Nashville, Tenn.	682.6	31
Charlotte, N.C.	659.3	32
Columbus, Ohio	652.7	33
New Orleans, La.	647.0	34
Buffalo, N.Y.	619.5	35
Raleigh - Durham, N.C.	617.1	36
Greenville - Spartanburg - Asheville, S.C.-N.C.	607.8	37
Oklahoma City, Okla.	606.2	38
Memphis, Tenn.	591.8	39
Grand Rapids - Kalamazoo - Battle Creek, Mich.	588.8	40
Salt Lake City, Utah	580.1	41
Providence - New Bedford, R.I.-Mass.	571.8	42
Birmingham, Ala.	549.6	43
Harrisburg - York - Lancaster - Lebanon, Pa.	534.2	44
San Antonio, Tex.	526.5	45
Norfolk - Portsmouth - Newport News - Hampton, Va.	523.0	46
Charleston - Huntington, W.Va.	520.8	47
Dayton, Ohio	510.8	48
Louisville, Ky.	506.4	49
Greensboro - Winston-Salem - High Point, N.C.	503.3	50
Albany - Schenectady - Troy, N.Y.	487.1	51
Tulsa, Okla.	463.9	52
Little Rock, Ark.	455.3	53
Flint - Saginaw - Bay City, Mich.	437.9	54
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	434.5	55
Mobile - Pensacola, Ala.-Fla.	431.3	56
Wilkes-Barre - Scranton, Pa.	428.1	57
Wichita - Hutchinson, Kans.	422.6	58
Jacksonville, Fla.	422.0	59
Richmond, Va.	416.7	60
Knoxville, Tenn.	412.6	61
Fresno - Visalia, Calif.	411.4	62
Shreveport - Texarkana, La.-Tex.-Ark.	409.4	63
Toledo, Ohio	401.4	64
Albuquerque, N.M.	394.1	65
Des Moines, Iowa	380.5	66
Syracuse, N.Y.	373.5	67
Green Bay, Wisc.	364.1	68
Omaha, Neb.	354.3	69
Rochester, N.Y.	351.9	70
Roanoke - Lynchburg, Va.	343.2	71
Davenport - Rock Island - Moline, Iowa-Ill.	330.4	72
Lexington, Ky.	329.6	73
Cedar Rapids - Waterloo - Dubuque, Iowa	328.1	74
Springfield - Decatur - Champaign, Ill.	325.4	75
Spokane, Wash.	320.9	76
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	320.3	77
Austin, Tex.	320.0	78
Portland - Poland Spring, Maine	304.3	79
Chattanooga, Tenn.	301.6	80
Tucson, Ariz.	298.6	81
Bristol - Kingsport - Johnson City, Tenn.	288.7	82
Springfield, Mo.	287.1	83
South Bend - Elkhart, Ind.	286.2	84
Johnstown - Altoona, Pa.	284.6	85
Jackson, Miss.	280.9	86
Youngstown, Ohio	278.7	87
Columbia, S.C.	273.2	88
Evansville, Ind.	266.9	89
Huntsville - Decatur - Florence, Ala.	265.0	90
Lincoln - Hastings - Kearney, Neb.	258.4	91
Baton Rouge, La.	257.2	92
Burlington - Plattsburgh, Vt.-N.Y.	248.7	93
Las Vegas, Nev.	228.2	94
Waco - Temple, Tex.	227.6	95
Greenville - New Bern - Washington, N.C.	227.3	96
Ft. Wayne, Ind.	224.0	97
Sioux Falls - Mitchell, S.D.	218.4	98
Peoria, Ill.	216.9	99
Lansing, Mich.	216.5	100
Colorado Springs - Pueblo, Colo.	216.1	101
Augusta, Ga.	215.8	102
Fargo, N.D.	214.6	103
Springfield, Mass.	213.3	104
Madison, Wisc.	213.1	105
Montgomery - Selma, Ala.	210.1	106
El Paso, Tex.	209.6	107
Ft. Myers - Naples, Fla.	208.1	108
Charleston, S.C.	206.7	109
Savannah, Ga.	205.7	110
Salinas - Monterey, Calif.	201.6	111
Lafayette, La.	196.1	112
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	195.1	113
Rockford, Ill.	192.9	114
Monroe - El Dorado, La.-Ark.	182.8	115
McAllen - Brownsville, Tex.	177.0	116
Joplin - Pittsburg, Mo.-Kans.	176.9	117
Amarillo, Tex.	176.5	118
Duluth - Superior, Minn.-Wisc.	175.2	119
Corpus Christi, Tex.	173.9	120
Columbus, Ga.	173.4	121
Beaumont - Port Arthur, Tex.	170.2	122
Sioux City, Iowa	168.8	123
Reno, Nev.	168.2	124
Yakima, Wash.	167.7	125
Terre Haute, Ind.	165.1	126
Tyler - Longview, Tex.	164.1	127
Eugene, Ore.	162.7	128
Wichita Falls - Lawton, Tex.-Okla.	162.5	129
Wausau - Rhinelander, Wisc.	162.2	130
Tallahassee - Thomasville, Fla.-Ga.	161.2	131
Macon, Ga.	159.6	132
Binghamton, N.Y.	157.8	133
Wheeling - Steubenville, W.Va.-Ohio	157.5	134
La Crosse - Eau Claire, Wisc.	156.0	135
Columbus - Tupelo, Miss.	155.7	136
Erie, Pa.	155.3	137
Traverse City - Cadillac, Mich.	155.2	138
Boise, Ida.	155.0	139
Chico - Redding, Calif.	151.7	140
Columbia - Jefferson City, Mo.	150.6	141
Odessa - Midland, Tex.	149.8	142
Bluefield - Beckley - Oak Hill, W.Va.	147.4	143
Topeka, Kans.	146.1	144
Florence, S.C.	144.3	145
Minot - Bismarck - Dickinson, N.D.	144.3	145
Bakersfield, Calif.	144.1	147
Ft. Smith, Ark.	144.1	147
Rochester - Mason City - Austin, Minn.-Iowa	143.1	149
Quincy - Hannibal, Ill.-Mo.	139.2	150
Lubbock, Tex.	137.7	151
Albany, Ga.	134.1	152
Wilmington, N.C.	132.9	153
Medford, Ore.	127.5	154
Bangor, Maine	126.1	155
Abilene - Sweetwater, Tex.	116.2	156
Sarasota, Fla.	113.1	157
Utica, N.Y.	105.7	158
Idaho Falls - Pocatello, Ida.	102.6	159
Dothan, Ala.	97.9	160
Alexandria, La.	89.6	161
Billings - Hardin, Mont.	89.3	162
Laurel - Hattiesburg, Miss.	89.2	163
Elmira, N.Y.	86.7	164
Clarksburg - Weston, W.Va.	85.3	165
Salisbury, Md.	85.3	165
Rapid City, S.D.	83.0	167
Greenwood - Greenville, Miss.	82.8	168
Gainesville, Fla.	80.3	169
Watertown - Carthage, N.Y.	79.7	170
Missoula, Mont.	77.5	171
Panama City, Fla.	77.4	172
Lake Charles, La.	76.4	173
Ardmore - Ada, Okla.	71.2	174
Grand Junction, Colo.	68.8	175
Jonesboro, Ark.	68.6	176
Great Falls, Mont.	68.5	177
Meridian, Miss.	67.2	178
Biloxi - Gulfport - Pascagoula, Miss.	63.4	179
El Centro - Yuma, Calif.-Ariz.	61.6	180
Roswell, N.M.	61.3	181
Alexandria, Minn.	59.8	182
Palm Springs, Calif.	57.7	183
Casper - Riverton, Wyo.	56.6	184
Marquette, Mich.	56.1	185
Eureka, Calif.	52.8	186
Tuscaloosa, Ala.	52.2	187
Cheyenne - Scottsbluff, Wyo.	50.3	188
Butte, Mont.	49.2	189
St. Joseph, Mo.	47.9	190
Lafayette, Ind.	46.2	191
Jackson, Tenn.	46.0	192
San Angelo, Tex.	45.9	193
Lima, Ohio	40.7	194
Hagerstown, Md	40.5	195
Charlottesville, Va	38.7	196
Bowling Green, Ky.	37.9	197
Parkersburg, W.Va.	35.6	198
Laredo, Tex.	33.9	199
Harrisonburg, Va.	33.7	200
Farmington, N.M.	32.5	201
Zanesville, Ohio	31.4	202
Twin Falls, Ida.	30.7	203
Ottumwa - Kirksville, Iowa-Mo.	29.5	204
Presque Isle, Maine	29.5	204
Flagstaff, Ariz.	28.1	206
Victoria, Tex.	26.5	207
Bend, Ore.	25.8	208
Mankato, Minn.	23.7	209
Helena, Mont.	18.9	210
North Platte, Neb.	18.7	211
Alpena, Mich.	11.4	212
Glendive, Mont.	5.5	213

EFFECTIVE BUYING INCOME (EBI)

ADI	($000)	Rank
New York, N.Y.	259,469,381	1
Los Angeles, Calif.	163,728,349	2
Chicago, Ill.	111,725,985	3
Philadelphia, Pa.	88,496,493	4
San Francisco, Calif.	84,004,861	5
Boston, Mass.	76,624,260	6
Washington, D.C.	63,985,260	7
Detroit, Mich.	58,019,120	8
Dallas - Ft. Worth, Tex.	54,578,684	9
Houston, Tex.	51,376,818	10
Cleveland, Ohio	44,574,258	11
Minneapolis - St. Paul, Minn.	41,120,138	12
Atlanta, Ga.	39,022,896	13
Seattle - Tacoma, Wash.	38,978,018	14
Miami, Fla.	37,449,889	15
Pittsburgh, Pa.	35,715,073	16
St. Louis, Mo.	34,675,246	17
Denver, Colo.	33,663,108	18
Hartford - New Haven, Conn.	32,499,054	19
Sacramento - Stockton, Calif.	29,557,180	20
Tampa - St. Petersburg, Fla.	29,126,567	21
San Diego, Calif.	28,842,528	22
Baltimore, Md.	28,830,212	23
Phoenix, Ariz.	25,731,495	24
Indianapolis, Ind.	25,608,691	25
Kansas City, Mo.	23,566,028	26
Portland, Ore.	23,496,270	27
Milwaukee, Wisc.	23,030,046	28
Cincinnati, Ohio	22,103,644	29
Orlando - Daytona Beach - Melbourne, Fla.	20,502,515	30
Columbus, Ohio	19,303,276	31
Grand Rapids - Kalamazoo - Battle Creek, Mich.	18,914,953	32
Charlotte, N.C.	18,830,284	33
Nashville, Tenn.	18,671,282	34
Buffalo, N.Y.	18,541,280	35
New Orleans, La.	18,431,602	36
Providence - New Bedford, R.I.-Mass.	18,313,356	37
Oklahoma City, Okla.	17,938,767	38
Raleigh - Durham, N.C.	17,268,337	39
Salt Lake City, Utah	16,675,857	40
Harrisburg - York - Lancaster - Lebanon, Pa.	16,399,828	41
Norfolk - Portsmouth - Newport News - Hampton, Va.	16,337,712	42
San Antonio, Tex.	15,529,290	43
Dayton, Ohio	15,506,704	44
Albany - Schenectady - Troy, N.Y.	15,443,394	45
Greenville - Spartanburg - Asheville, S.C.-N.C.	15,303,610	46
Memphis, Tenn.	14,809,889	47
Louisville, Ky.	14,588,091	48
Greensboro - Winston-Salem - High Point, N.C.	14,360,231	49
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	14,082,015	50
Birmingham, Ala.	13,908,110	51
Wichita - Hutchinson, Kans.	13,684,809	52
Richmond, Va.	13,163,835	53
Flint - Saginaw - Bay City, Mich.	13,051,543	54
Tulsa, Okla.	12,911,458	55
Charleston - Huntington, W.Va.	12,727,462	56
Rochester, N.Y.	12,523,176	57
Toledo, Ohio	12,391,349	58
Syracuse, N.Y.	12,133,999	59
Fresno - Visalia, Calif.	12,117,312	60
Mobile - Pensacola, Ala.-Fla.	12,032,050	61
Jacksonville, Fla.	11,947,684	62
Little Rock, Ark.	11,711,680	63
Omaha, Neb.	11,264,048	64
Des Moines, Iowa	11,055,653	65
Wilkes-Barre - Scranton, Pa.	10,918,757	66
Shreveport - Texarkana, La.-Tex.-Ark.	10,769,489	67
Albuquerque, N.M.	10,461,345	68
Green Bay, Wisc.	10,444,656	69
Davenport - Rock Island - Moline, Iowa-Ill.	10,216,818	70
Austin, Tex.	10,209,590	71
Knoxville, Tenn.	10,079,748	72
Springfield - Decatur - Champaign, Ill.	9,921,980	73
Roanoke - Lynchburg, Va.	9,723,468	74
Cedar Rapids - Waterloo - Dubuque, Iowa	9,555,477	75
Portland - Poland Spring, Maine	8,617,400	76
Lexington, Ky.	8,480,444	77
South Bend - Elkhart, Ind.	8,435,157	78
Spokane, Wash.	8,267,414	79
Youngstown, Ohio	8,181,816	80
Baton Rouge, La.	7,759,020	81
Tucson, Ariz.	7,653,265	82
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	7,624,119	83
Columbia, S.C.	7,537,881	84
Chattanooga, Tenn.	7,536,200	85
Evansville, Ind.	7,530,234	86
Peoria, Ill.	7,463,250	87
Lincoln - Hastings - Kearney, Neb.	7,338,664	88
Lansing, Mich.	7,296,341	89
Bristol - Kingsport - Johnson City, Tenn.	7,225,425	90
Salinas - Monterey, Calif.	7,199,086	91
Johnstown - Altoona, Pa.	7,182,627	92
Jackson, Miss.	6,974,435	93
Huntsville - Decatur - Florence, Ala.	6,882,628	94
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	6,832,270	95
Burlington - Plattsburgh, Vt.-N.Y.	6,818,715	96
Springfield, Mo.	6,777,884	97
Las Vegas, Nev.	6,706,704	98
Springfield, Mass.	6,637,123	99
Ft. Wayne, Ind.	6,619,456	100
Waco - Temple, Tex.	6,531,190	101
Madison, Wisc.	6,338,433	102
Fargo, N.D.	6,279,360	103
Rockford, Ill.	6,216,997	104
Colorado Springs - Pueblo, Colo.	5,965,750	105
Ft. Myers - Naples, Fla.	5,854,116	106
Sioux Falls - Mitchell, S.D.	5,822,171	107
El Paso, Tex.	5,644,973	108
Augusta, Ga.	5,610,976	109
Savannah, Ga.	5,576,540	110
Greenville - New Bern - Washington, N.C.	5,506,698	111
Lafayette, La.	5,434,307	112
Beaumont - Port Arthur, Tex.	5,365,656	113
Charleston, S.C.	5,288,825	114
Reno, Nev.	5,114,645	115
Odessa - Midland, Tex.	5,094,739	116
Corpus Christi, Tex.	5,086,792	117
Amarillo, Tex.	5,068,938	118
Montgomery - Selma, Ala.	4,944,197	119
Tyler - Longview, Tex.	4,899,288	120
Yakima, Wash.	4,755,947	121
Binghamton, N.Y.	4,729,563	122
Bakersfield, Calif.	4,645,567	123
Topeka, Kans.	4,633,582	124
Duluth - Superior, Minn.-Wisc.	4,601,329	125
Macon, Ga.	4,551,951	126
Wichita Falls - Lawton, Tex.-Okla.	4,509,690	127
Minot - Bismarck - Dickinson, N.D.	4,483,053	128
Erie, Pa.	4,454,936	129
Joplin - Pittsburg, Mo.-Kans.	4,436,465	130
Wausau - Rhinelander, Wisc.	4,420,393	131
Columbia - Jefferson City, Mo.	4,361,628	132
Columbus, Ga.	4,334,941	133
Terre Haute, Ind.	4,314,930	134
La Crosse - Eau Claire, Wisc.	4,312,189	135
Sioux City, Iowa	4,269,743	136
Boise, Ida.	4,228,160	137
Tallahassee - Thomasville, Fla.-Ga.	4,125,654	138
Monroe - El Dorado, La.-Ark.	4,103,726	139
McAllen - Brownsville, Tex.	4,087,106	140
Wheeling - Steubenville, W.Va.-Ohio	4,071,266	141
Eugene, Ore.	4,014,831	142
Rochester - Mason City - Austin, Minn.-Iowa	3,980,793	143
Chico - Redding, Calif.	3,870,456	144
Lubbock, Tex.	3,721,957	145
Traverse City - Cadillac, Mich.	3,694,508	146
Ft. Smith, Ark.	3,550,985	147
Quincy - Hannibal, Ill.-Mo.	3,530,839	148
Florence, S.C.	3,426,469	149
Bluefield - Beckley - Oak Hill, W.Va.	3,320,224	150
Albany, Ga.	3,230,169	151
Columbus - Tupelo, Miss.	3,227,239	152
Sarasota, Fla.	3,222,036	153
Abilene - Sweetwater, Tex.	3,155,128	154
Bangor, Maine	3,151,069	155
Wilmington, N.C.	3,141,800	156
Utica, N.Y.	3,061,160	157
Medford, Ore.	2,973,475	158
Idaho Falls - Pocatello, Ida.	2,894,189	159
Rapid City, S.D.	2,425,969	160
Elmira, N.Y.	2,343,218	161
Billings - Hardin, Mont.	2,326,924	162
Dothan, Ala.	2,304,430	163
Salisbury, Md.	2,221,909	164
Watertown - Carthage, N.Y.	2,183,586	165
Alexandria, La.	2,181,265	166
Lake Charles, La.	2,178,207	167
Gainesville, Fla.	2,110,346	168
Laurel - Hattiesburg, Miss.	2,032,667	169
Missoula, Mont.	1,914,069	170
Grand Junction, Colo.	1,907,083	171
Clarksburg - Weston, W.Va.	1,862,815	172
Palm Springs, Calif.	1,834,329	173
Casper - Riverton, Wyo.	1,797,003	174
Great Falls, Mont.	1,711,172	175
Panama City, Fla.	1,683,130	176
Biloxi - Gulfport - Pascagoula, Miss.	1,681,630	177
Roswell, N.M.	1,661,645	178
Greenwood - Greenville, Miss.	1,576,984	179
Ardmore - Ada, Okla.	1,565,528	180
El Centro - Yuma, Calif.-Ariz.	1,545,970	181
Jonesboro, Ark.	1,529,886	182
Meridian, Miss.	1,518,466	183
Lafayette, Ind.	1,436,929	184
Eureka, Calif.	1,430,404	185
Marquette, Mich.	1,400,905	186
Cheyenne - Scottsbluff, Wyo.	1,369,931	187
San Angelo, Tex.	1,357,057	188
Alexandria, Minn.	1,348,874	189
St. Joseph, Mo.	1,324,513	190
Tuscaloosa, Ala.	1,283,819	191
Charlottesville, Va.	1,261,087	192
Lima, Ohio	1,185,433	193
Butte, Mont.	1,181,166	194
Hagerstown, Md.	1,156,175	195
Jackson, Tenn.	1,117,494	196
Parkersburg, W.Va.	930,670	197
Bowling Green, Ky.	920,889	198
Farmington, N.M.	859,193	199
Harrisonburg, Va.	855,136	200
Victoria, Tex.	852,222	201
Twin Falls, Ida.	810,800	202
Zanesville, Ohio	776,748	203
Laredo, Tex.	755,859	204
Presque Isle, Maine	744,913	205
Flagstaff, Ariz.	742,611	206
Ottumwa - Kirksville, Iowa-Mo.	668,777	207
Bend, Ore.	645,118	208
Mankato, Minn.	643,758	209
North Platte, Neb.	543,007	210
Helena, Mont.	510,788	211
Alpena, Mich.	292,402	212
Glendive, Mont.	137,455	213

TOTAL RETAIL SALES

ADI	($000)	Rank
New York, N.Y.	108,468,699	1
Los Angeles, Calif.	79,476,526	2
Chicago, Ill.	48,395,180	3
Philadelphia, Pa.	43,542,807	4
Boston, Mass.	40,638,453	5
San Francisco, Calif.	39,696,352	6
Washington, D.C.	28,509,284	7
Detroit, Mich.	28,190,402	8
Dallas - Ft. Worth, Tex.	27,464,992	9
Houston, Tex.	25,477,721	10
Cleveland, Ohio	22,494,470	11
Miami, Fla.	22,011,198	12
Minneapolis - St. Paul, Minn.	21,640,715	13
Atlanta, Ga.	21,142,817	14
Seattle - Tacoma, Wash.	18,348,080	15
Denver, Colo.	17,535,370	16
St. Louis, Mo.	17,532,479	17
Pittsburgh, Pa.	16,082,264	18
Tampa - St. Petersburg, Fla.	15,469,480	19
Hartford - New Haven, Conn.	14,868,516	20
Sacramento - Stockton, Calif.	14,648,578	21
Baltimore, Md.	14,550,402	22
Phoenix, Ariz.	13,630,039	23
Indianapolis, Ind.	13,552,423	24
San Diego, Calif.	13,191,301	25
Kansas City, Mo.	12,086,156	26
Orlando - Daytona Beach - Melbourne, Fla.	11,886,793	27
Portland, Ore.	11,760,975	28
Oklahoma City, Okla.	10,836,702	29
Cincinnati, Ohio	10,617,486	30
Charlotte, N.C.	10,134,705	31
New Orleans, La.	10,079,866	32
Milwaukee, Wisc.	10,005,918	33
Columbus, Ohio	9,734,422	34
Providence - New Bedford, R.I.-Mass.	9,614,082	35
Nashville, Tenn.	9,398,313	36
Raleigh - Durham, N.C.	9,267,330	37
Memphis, Tenn.	8,824,672	38
Salt Lake City, Utah	8,815,526	39
Grand Rapids - Kalamazoo - Battle Creek, Mich.	8,712,721	40
Greenville - Spartanburg - Asheville, S.C.-N.C.	8,558,663	41
Norfolk - Portsmouth - Newport News - Hampton, Va.	8,405,878	42
San Antonio, Tex.	8,295,346	43
Harrisburg - York - Lancaster - Lebanon, Pa.	8,095,867	44
Buffalo, N.Y.	8,089,366	45
Albany - Schenectady - Troy, N.Y.	7,714,138	46
Greensboro - Winston-Salem - High Point, N.C.	7,637,759	47
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	7,324,883	48
Dayton, Ohio	7,259,466	49
Louisville, Ky.	7,212,631	50
Flint - Saginaw - Bay City, Mich.	6,893,081	51
Wichita - Hutchinson, Kans.	6,706,270	52
Richmond, Va.	6,657,309	53
Toledo, Ohio	6,649,641	54
Charleston - Huntington, W.Va.	6,577,973	55
Birmingham, Ala.	6,460,240	56
Jacksonville, Fla.	6,301,279	57
Tulsa, Okla.	6,266,362	58
Knoxville, Tenn.	6,253,290	59
Mobile - Pensacola, Ala.-Fla.	6,182,052	60
Little Rock, Ark.	6,081,361	61
Fresno - Visalia, Calif.	6,035,425	62
Albuquerque, N.M.	5,760,011	63
Wilkes-Barre - Scranton, Pa.	5,476,167	64
Rochester, N.Y.	5,437,334	65
Portland - Poland Spring, Maine	5,380,697	66
Omaha, Neb.	5,346,893	67
Des Moines, Iowa	5,316,519	68
Shreveport - Texarkana, La.-Tex.-Ark.	5,260,121	69
Syracuse, N.Y.	5,238,438	70
Austin, Tex.	5,232,424	71
Green Bay, Wisc.	4,798,564	72
Roanoke - Lynchburg, Va.	4,689,523	73
Springfield - Decatur - Champaign, Ill.	4,683,631	74
Lexington, Ky.	4,370,680	75
Davenport - Rock Island - Moline, Iowa-Ill.	4,341,047	76
South Bend - Elkhart, Ind.	4,310,950	77
Burlington - Plattsburgh, Vt.-N.Y.	4,303,915	78
Chattanooga, Tenn.	4,218,669	79
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	4,182,377	80
Cedar Rapids - Waterloo - Dubuque, Iowa	4,161,409	81
Las Vegas, Nev.	4,145,785	82
Spokane, Wash.	4,090,291	83
Evansville, Ind.	4,051,902	84
Baton Rouge, La.	3,952,912	85
Youngstown, Ohio	3,862,096	86
Tucson, Ariz.	3,847,551	87
Jackson, Miss.	3,796,400	88
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	3,785,952	89
Springfield, Mass.	3,785,230	90
Columbia, S.C.	3,755,724	91
Bristol - Kingsport - Johnson City, Tenn.	3,662,737	92
Springfield, Mo.	3,635,929	93
Lincoln - Hastings - Kearney, Neb.	3,635,739	94
Madison, Wisc.	3,526,515	95
Odessa - Midland, Tex.	3,519,726	96
Johnstown - Altoona, Pa.	3,488,357	97
Lansing, Mich.	3,473,608	98
Waco - Temple, Tex.	3,360,708	99
Ft. Myers - Naples, Fla.	3,317,534	100
Fargo, N.D.	3,296,489	101
Colorado Springs - Pueblo, Colo.	3,246,089	102
Huntsville - Decatur - Florence, Ala.	3,245,251	103
Sioux Falls - Mitchell, S.D.	3,211,941	104
Ft. Wayne, Ind.	3,196,870	105
Lafayette, La.	3,182,449	106
Salinas - Monterey, Calif.	3,166,391	107
Reno, Nev.	3,160,408	108
El Paso, Tex.	3,145,641	109
Corpus Christi, Tex.	3,100,219	110
Savannah, Ga.	3,092,536	111
McAllen - Brownsville, Tex.	3,089,552	112
Charleston, S.C.	3,054,702	113
Greenville - New Bern - Washington, N.C.	3,032,418	114
Peoria, Ill.	2,958,744	115
Tyler - Longview, Tex.	2,815,860	116
Amarillo, Tex.	2,797,988	117
Rockford, Ill.	2,771,481	118
Beaumont - Port Arthur, Tex.	2,692,923	119
Augusta, Ga.	2,660,088	120
Montgomery - Selma, Ala.	2,510,467	121
Wichita Falls - Lawton, Tex.-Okla.	2,491,840	122
Minot - Bismarck - Dickinson, N.D.	2,474,656	123
Duluth - Superior, Minn.-Wisc.	2,467,509	124
Florence, S.C.	2,418,116	125
Yakima, Wash.	2,379,409	126
Terre Haute, Ind.	2,351,146	127
Macon, Ga.	2,341,287	128
Rochester - Mason City - Austin, Minn.-Iowa	2,302,493	129
Columbia - Jefferson City, Mo.	2,298,674	130
Erie, Pa.	2,285,703	131
Bakersfield, Calif.	2,275,213	132
La Crosse - Eau Claire, Wisc.	2,252,459	133
Tallahassee - Thomasville, Fla.-Ga.	2,233,193	134
Sioux City, Iowa	2,214,700	135
Joplin - Pittsburg, Mo.-Kans.	2,185,033	136
Monroe - El Dorado, La.-Ark.	2,169,613	137
Lubbock, Tex.	2,169,548	138
Eugene, Ore.	2,166,873	139
Chico - Redding, Calif.	2,163,076	140
Wausau - Rhinelander, Wisc.	2,155,723	141
Columbus, Ga.	2,150,438	142
Topeka, Kans.	2,144,295	143
Traverse City - Cadillac, Mich.	2,126,144	144
Binghamton, N.Y.	2,109,300	145
Boise, Ida.	2,087,778	146
Abilene - Sweetwater, Tex.	2,025,715	147
Bluefield - Beckley - Oak Hill, W.Va.	1,982,276	148
Wheeling - Steubenville, W.Va.-Ohio	1,937,777	149
Albany, Ga.	1,896,116	150
Bangor, Maine	1,888,115	151
Wilmington, N.C.	1,881,625	152
Sarasota, Fla.	1,867,828	153
Columbus - Tupelo, Miss.	1,802,479	154
Medford, Ore.	1,761,654	155
Ft. Smith, Ark.	1,757,535	156
Quincy - Hannibal, Ill.-Mo.	1,706,151	157
Salisbury, Md.	1,599,366	158
Idaho Falls - Pocatello, Ida.	1,547,742	159
Billings - Hardin, Mont.	1,494,253	160
Utica, N.Y.	1,394,409	161
Dothan, Ala.	1,304,093	162
Rapid City, S.D.	1,269,595	163
Roswell, N.M.	1,257,815	164
Grand Junction, Colo.	1,231,655	165
Laurel - Hattiesburg, Miss.	1,224,763	166
Lake Charles, La.	1,204,947	167
Gainesville, Fla.	1,186,707	168
Casper - Riverton, Wyo.	1,078,009	169
Elmira, N.Y.	1,056,991	170
Greenwood - Greenville, Miss.	1,054,531	171
Alexandria, La.	1,025,700	172
Watertown - Carthage, N.Y.	1,019,123	173
El Centro - Yuma, Calif.-Ariz.	1,009,029	174
Panama City, Fla.	1,004,451	175
Laredo, Tex.	992,870	176
Biloxi - Gulfport - Pascagoula, Miss.	970,468	177
Missoula, Mont.	968,839	178
Great Falls, Mont.	966,893	179
Clarksburg - Weston, W.Va.	920,381	180
Palm Springs, Calif.	903,508	181
Cheyenne - Scottsbluff, Wyo.	871,705	182
San Angelo, Tex.	850,981	183
Eureka, Calif.	826,247	184
Ardmore - Ada, Okla.	812,092	185
Alexandria, Minn.	810,665	186
Charlottesville, Va.	799,248	187
Meridian, Miss.	796,617	188
St. Joseph, Mo.	788,892	189
Lafayette, Ind.	786,009	190
Jonesboro, Ark.	760,873	191
Jackson, Tenn.	758,157	192
Lima, Ohio	737,000	193
Tuscaloosa, Ala.	726,272	194
Butte, Mont.	704,420	195
Hagerstown, Md.	688,856	196
Bowling Green, Ky.	614,579	197
Marquette, Mich.	593,095	198
Victoria, Tex.	575,785	199
Parkersburg, W.Va.	571,835	200
Flagstaff, Ariz.	523,487	201
Farmington, N.M.	512,357	202
Harrisonburg, Va.	505,979	203
Twin Falls, Ida.	475,116	204
Mankato, Minn.	460,875	205
Zanesville, Ohio	428,839	206
Presque Isle, Maine	407,278	207
Bend, Ore.	353,106	208
Ottumwa - Kirksville, Iowa-Mo.	344,085	209
North Platte, Neb.	334,838	210
Helena, Mont.	276,372	211
Alpena, Mich.	161,053	212
Glendive, Mont.	115,031	213

BUYING POWER INDEX (BPI)

ADI	BPI	Rank
New York, N.Y.	8.4972	1
Los Angeles, Calif.	5.6818	2
Chicago, Ill.	3.7509	3
Philadelphia, Pa.	3.1154	4
San Francisco, Calif.	2.8074	5
Boston, Mass.	2.7003	6
Washington, D.C.	2.1050	7
Detroit, Mich.	2.0303	8
Dallas - Ft. Worth, Tex.	1.9162	9
Houston, Tex.	1.7948	10
Cleveland, Ohio	1.5985	11
Minneapolis - St. Paul, Minn.	1.4706	12
Atlanta, Ga.	1.4266	13
Miami, Fla.	1.3911	14
Seattle - Tacoma, Wash.	1.3478	15
Pittsburgh, Pa.	1.2508	16
St. Louis, Mo.	1.2399	17
Denver, Colo.	1.1930	18
Hartford - New Haven, Conn.	1.0876	19
Tampa - St. Petersburg, Fla.	1.0680	20
Sacramento - Stockton, Calif.	1.0497	21
Baltimore, Md.	1.0321	22
San Diego, Calif.	.9764	23
Phoenix, Ariz.	.9429	24
Indianapolis, Ind.	.9371	25
Portland, Ore.	.8475	26
Kansas City, Mo.	.8383	27
Cincinnati, Ohio	.7866	28
Milwaukee, Wisc.	.7836	29
Orlando - Daytona Beach - Melbourne, Fla.	.7764	30
Charlotte, N.C.	.7042	31
Columbus, Ohio	.6983	32
New Orleans, La.	.6967	33
Nashville, Tenn.	.6911	34
Oklahoma City, Okla.	.6851	35
Providence - New Bedford, R.I.-Mass.	.6641	36
Grand Rapids - Kalamazoo - Battle Creek, Mich.	.6627	37
Raleigh - Durham, N.C.	.6507	38
Buffalo, N.Y.	.6468	39
Salt Lake City, Utah	.6411	40
Norfolk - Portsmouth - Newport News - Hampton, Va.	.6010	41
Memphis, Tenn.	.5938	42
Greenville - Spartanburg - Asheville, S.C.-N.C.	.5923	43
San Antonio, Tex.	.5868	44
Harrisburg - York - Lancaster - Lebanon, Pa.	.5862	45
Albany - Schenectady - Troy, N.Y.	.5503	46
Dayton, Ohio	.5465	47
Louisville, Ky.	.5329	48
Greensboro - Winston-Salem - High Point, N.C.	.5319	49
Birmingham, Ala.	.5108	50
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	.4952	51
Charleston - Huntington, W.Va.	.4886	52
Flint - Saginaw - Bay City, Mich.	.4839	53
Wichita - Hutchinson, Kans.	.4810	54
Richmond, Va.	.4771	55
Tulsa, Okla.	.4662	56
Toledo, Ohio	.4557	57
Mobile - Pensacola, Ala.-Fla.	.4479	58
Fresno - Visalia, Calif.	.4454	59
Jacksonville, Fla.	.4439	60
Little Rock, Ark.	.4432	61
Rochester, N.Y.	.4204	62
Syracuse, N.Y.	.4168	63
Wilkes-Barre - Scranton, Pa.	.4071	64
Knoxville, Tenn.	.4069	65
Albuquerque, N.M.	.4035	66
Shreveport - Texarkana, La.-Tex.-Ark.	.3988	67
Omaha, Neb.	.3950	68
Des Moines, Iowa	.3930	69
Green Bay, Wisc.	.3729	70
Austin, Tex.	.3644	71
Roanoke - Lynchburg, Va.	.3561	72
Springfield - Decatur - Champaign, Ill.	.3488	73
Davenport - Rock Island - Moline, Iowa-Ill.	.3487	74
Portland - Poland Spring, Maine	.3371	75
Cedar Rapids - Waterloo - Dubuque, Iowa	.3338	76
Lexington, Ky.	.3221	77
South Bend - Elkhart, Ind.	.3091	78
Spokane, Wash.	.3071	79
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	.2961	80
Chattanooga, Tenn.	.2940	81
Youngstown, Ohio	.2923	82
Baton Rouge, La.	.2875	83
Tucson, Ariz.	.2828	84
Evansville, Ind.	.2813	85
Columbia, S.C.	.2802	86
Bristol - Kingsport - Johnson City, Tenn.	.2745	87
Jackson, Miss.	.2729	88
Burlington - Plattsburgh, Vt.-N.Y.	.2720	89
Johnstown - Altoona, Pa.	.2688	90
Lincoln - Hastings - Kearney, Neb.	.2650	91
Springfield, Mo.	.2641	92
Lansing, Mich.	.2563	93
Las Vegas, Nev.	.2559	94
Huntsville - Decatur - Florence, Ala.	.2517	95
Springfield, Mass.	.2486	96
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	.2464	97
Peoria, Ill.	.2455	98
Salinas - Monterey, Calif.	.2450	99
Waco - Temple, Tex.	.2429	100
Ft. Wayne, Ind.	.2388	101
Madison, Wisc.	.2347	102
Fargo, N.D.	.2328	103
El Paso, Tex.	.2251	104
Colorado Springs - Pueblo, Colo.	.2243	105
Sioux Falls - Mitchell, S.D.	.2215	106
Greenville - New Bern - Washington, N.C.	.2183	107
Ft. Myers - Naples, Fla.	.2170	108
Savannah, Ga.	.2161	109
Rockford, Ill.	.2137	110
Lafayette, La.	.2133	111
Charleston, S.C.	.2110	112
Augusta, Ga.	.2094	113
Odessa - Midland, Tex.	.2023	114
Corpus Christi, Tex.	.2020	115
Reno, Nev.	.1939	116
Beaumont - Port Arthur, Tex.	.1930	117
McAllen - Brownsville, Tex.	.1929	118
Montgomery - Selma, Ala.	.1921	119
Amarillo, Tex.	.1904	120
Tyler - Longview, Tex.	.1859	121
Yakima, Wash.	.1746	122
Duluth - Superior, Minn.-Wisc.	.1739	123
Wichita Falls - Lawton, Tex.-Okla.	.1717	124
Macon, Ga.	.1697	125
Minot - Bismarck - Dickinson, N.D.	.1670	126
Binghamton, N.Y.	.1658	127
Bakersfield, Calif.	.1654	128
Columbus, Ga.	.1649	129
Joplin - Pittsburg, Mo.-Kans.	.1646	130
Terre Haute, Ind.	.1644	131
Erie, Pa.	.1642	132
Wausau - Rhinelander, Wisc.	.1629	133
Monroe - El Dorado, La.-Ark.	.1624	134
Columbia - Jefferson City, Mo.	.1622	135
Topeka, Kans.	.1614	136
La Crosse - Eau Claire, Wisc.	.1612	137
Sioux City, Iowa	.1610	138
Tallahassee - Thomasville, Fla.-Ga.	.1591	139
Boise, Ida.	.1566	140
Eugene, Ore.	.1537	141
Rochester - Mason City - Austin, Minn.-Iowa	.1518	142
Wheeling - Steubenville, W.Va.-Ohio	.1489	143
Chico - Redding, Calif.	.1479	144
Florence, S.C.	.1473	145
Traverse City - Cadillac, Mich.	.1466	146
Lubbock, Tex.	.1465	147
Bluefield - Beckley - Oak Hill, W.Va.	.1360	148
Ft. Smith, Ark.	.1341	149
Columbus - Tupelo, Miss.	.1329	150
Albany, Ga.	.1318	151
Quincy - Hannibal, Ill.-Mo.	.1302	152
Wilmington, N.C.	.1279	153
Abilene - Sweetwater, Tex.	.1289	154
Bangor, Maine	.1258	155
Medford, Ore.	.1186	156
Sarasota, Fla.	.1182	157
Idaho Falls - Pocatello, Ida.	.1117	158
Utica, N.Y.	.1092	159
Salisbury, Md.	.0934	160
Billings - Hardin, Mont.	.0930	161
Dothan, Ala.	.0919	162
Rapid City, S.D.	.0903	163
Elmira, N.Y.	.0846	164
Laurel - Hattiesburg, Miss.	.0838	165
Lake Charles, La.	.0832	166
Alexandria, La.	.0831	167
Gainesville, Fla.	.0810	168
Watertown - Carthage, N.Y.	.0805	169
Grand Junction, Colo.	.0755	170
Clarksburg - Weston, W.Va.	.0724	171
Greenwood - Greenville, Miss.	.0722	172
Missoula, Mont.	.0713	173
Roswell, N.M.	.0708	174
Panama City, Fla.	.0685	175
Casper - Riverton, Wyo.	.0682	176
Great Falls, Mont.	.0662	177
Biloxi - Gulfport - Pascagoula, Miss.	.0658	178
Palm Springs, Calif.	.0651	179
El Centro - Yuma, Calif.-Ariz.	.0648	180
Ardmore - Ada, Okla.	.0610	181
Meridian, Miss.	.0602	182
Jonesboro, Ark.	.0592	183
Alexandria, Minn.	.0555	184
Eureka, Calif.	.0543	185
Cheyenne - Scottsbluff, Wyo.	.0541	186
Lafayette, Ind.	.0536	187
San Angelo, Tex.	.0530	188
St. Joseph, Mo.	.0515	189
Marquette, Mich.	.0509	190
Tuscaloosa, Ala.	.0505	191
Charlottesville, Va.	.0480	192
Butte, Mont.	.0471	193
Jackson, Tenn.	.0465	194
Lima, Ohio	.0464	195
Laredo, Tex.	.0452	196
Hagerstown, Md.	.0448	197
Bowling Green, Ky.	.0383	198
Parkersburg, W.Va.	.0367	199
Farmington, N.M.	.0346	200
Harrisonburg, Va.	.0344	201
Victoria, Tex.	.0341	202
Twin Falls, Ida.	.0323	203
Flagstaff, Ariz.	.0320	204
Zanesville, Ohio	.0302	205
Presque Isle, Maine	.0293	206
Mankato, Minn.	.0268	207
Ottumwa - Kirksville, Iowa-Mo.	.0259	208
Bend, Ore.	.0249	209
North Platte, Neb.	.0212	210
Helena, Mont.	.0189	211
Alpena, Mich.	.0113	212
Glendive, Mont.	.0062	213

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1985												
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
ALABAMA													
BIRMINGHAM	1,485.3	549.6	360.2	10.2	217.3	131.5	169.0	250.6	272.8	397.1	13,908,110	6,460,240	.5108
DOTHAN	272.5	97.9	64.7	3.2	43.2	25.4	30.0	44.6	50.6	69.5	2,304,430	1,304,093	.0919
HUNTSVILLE-DECATUR-FLORENCE	715.1	265.0	92.8	5.3	104.6	68.8	81.3	116.6	146.7	175.7	6,882,628	3,245,251	.2517
MOBILE-PENSACOLA	1,210.9	431.3	287.2	16.9	192.3	116.9	148.8	205.4	231.6	274.1	12,032,050	6,182,052	.4479
MONTGOMERY-SELMA	595.6	210.1	250.4	6.3	94.7	57.7	69.8	91.9	104.5	157.1	4,944,197	2,510,467	.1921
TUSCALOOSA	144.2	52.2	41.3	1.2	20.7	11.7	24.6	24.8	24.8	33.2	1,283,819	726,272	.0505
ARIZONA													
FLAGSTAFF	88.1	28.1	1.3	9.5	15.5	8.2	16.8	17.2	14.4	12.2	742,611	523,487	.0320
PHOENIX	2,293.8	882.3	64.1	342.8	336.4	199.4	265.9	395.9	417.9	600.9	25,731,495	13,630,039	.9429
TUCSON	764.3	298.6	21.3	198.0	108.1	64.7	96.7	137.5	135.5	197.3	7,653,265	3,847,551	.2828
ARKANSAS													
FT. SMITH	391.8	144.1	9.6	3.3	56.8	35.2	46.2	62.6	72.6	106.2	3,550,985	1,757,535	.1341
JONESBORO	184.8	68.6	3.5	1.2	25.7	16.2	20.4	27.2	33.7	56.3	1,529,886	760,873	.0592
LITTLE ROCK	1,251.6	455.3	236.4	9.5	185.8	111.0	138.1	202.5	226.6	347.2	11,711,680	6,081,361	.4432
CALIFORNIA													
BAKERSFIELD	404.4	144.1	20.6	97.8	64.7	36.2	47.5	71.1	73.6	95.4	4,645,567	2,275,213	.1654
CHICO-REDDING	389.8	151.7	2.7	20.9	50.9	31.9	45.2	66.0	70.0	114.1	3,870,456	2,163,076	.1479
EL CENTRO-YUMA	190.2	61.6	4.9	94.4	32.9	19.1	23.3	29.8	32.6	45.1	1,545,970	1,009,029	.0648
EUREKA	133.4	52.8	.6	5.6	17.6	9.9	18.2	27.2	23.5	32.7	1,430,404	826,247	.0543
FRESNO-VISALIA	1,196.9	411.4	45.7	379.0	190.9	110.8	145.5	210.2	214.1	279.3	12,117,312	6,035,425	.4454
LOS ANGELES	12,639.2	4,573.4	1,148.5	3,380.7	1,763.3	1,064.5	1,541.1	2,378.6	2,471.3	3,016.3	163,728,349	79,476,526	5.6818
PALM SPRINGS	155.4	57.7	7.1	32.6	21.9	12.8	16.0	25.6	26.7	47.3	1,834,329	903,508	.0651
SACRAMENTO-STOCKTON	2,485.9	938.9	123.1	322.0	344.8	212.2	294.9	461.8	472.9	618.7	29,557,180	14,648,578	1.0497
SALINAS-MONTEREY	580.8	201.6	22.0	147.9	79.6	45.2	79.5	118.7	100.3	137.6	7,199,086	3,166,391	.2450
SAN DIEGO	2,140.9	786.5	119.4	354.4	276.4	166.3	321.0	417.4	383.6	510.8	28,842,528	13,191,301	.9764
SAN FRANCISCO	5,464.0	2,116.2	469.5	743.3	660.6	435.6	624.1	1,102.0	1,129.1	1,363.6	84,004,861	39,696,352	2.8074
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	519.1	195.1	11.1	88.7	59.0	39.0	81.0	97.9	91.0	137.4	6,832,270	3,785,952	.2464
COLORADO													
COLORADO SPRINGS-PUEBLO	577.0	216.1	25.9	93.7	84.4	51.4	79.6	105.2	107.7	129.3	5,965,750	3,246,089	.2243
DENVER	2,587.5	1,018.7	89.2	248.2	365.5	215.5	339.5	565.5	509.5	507.8	33,663,108	17,535,370	1.1930
GRAND JUNCTION	183.6	68.8	.4	15.2	26.6	15.3	21.8	34.6	33.9	45.1	1,907,083	1,231,655	.0755
CONNECTICUT													
HARTFORD-NEW HAVEN	2,259.2	827.9	164.9	82.0	282.7	202.0	261.9	391.7	431.3	632.0	32,499,054	14,868,516	1.0876
DISTRICT OF COLUMBIA													
WASHINGTON	4,219.6	1,551.3	965.0	108.4	565.4	384.1	484.6	836.3	919.6	912.6	63,985,260	28,509,284	2.1050
FLORIDA													
FT. MYERS-NAPLES	495.3	208.1	37.3	26.4	53.0	34.9	39.7	63.5	77.2	215.7	5,854,116	3,317,534	.2170
GAINESVILLE	212.9	80.3	41.3	6.5	26.3	16.1	45.4	42.6	34.1	42.3	2,110,346	1,186,707	.0810
JACKSONVILLE	1,143.5	422.0	264.0	19.7	170.4	104.7	133.0	200.8	216.1	281.8	11,947,684	6,301,279	.4439
MIAMI	3,001.3	1,188.6	477.6	798.4	330.5	223.1	291.7	469.6	564.8	1,053.0	37,449,889	22,011,198	1.3911
ORLANDO-DAYTONA BEACH-MELBOURNE	1,863.4	732.0	245.6	53.8	228.7	157.6	207.1	282.6	342.0	598.4	20,502,515	11,886,793	.7764
PANAMA CITY	205.8	77.4	26.0	2.7	30.1	19.1	22.2	31.5	39.9	56.7	1,683,130	1,004,451	.0685
SARASOTA	247.6	113.1	14.0	4.0	20.2	14.9	17.8	29.0	35.6	126.1	3,222,036	1,867,828	.1182
TALLAHASSEE-THOMASVILLE	453.8	161.2	156.2	6.3	69.9	40.9	67.0	81.2	78.4	101.5	4,125,654	2,233,193	.1591
TAMPA-ST. PETERSBURG	2,590.3	1,069.8	280.1	125.1	289.8	192.9	241.1	366.6	425.9	1,014.6	29,126,567	15,469,480	1.0680

	S&MM ESTIMATES 1985												
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
WEST PALM BEACH-FT. PIERCE-VERO BEACH	1,035.6	434.5	155.3	48.4	112.8	73.2	91.5	147.5	167.5	418.8	14,082,015	7,324,883	.4952
GEORGIA													
ALBANY	396.2	134.1	142.6	4.2	67.3	40.0	44.5	64.8	69.7	95.3	3,230,169	1,896,116	.1318
ATLANTA	3,314.4	1,205.6	734.2	35.2	495.7	301.1	382.5	644.7	685.2	703.4	39,022,896	21,142,817	1.4266
AUGUSTA	624.6	215.8	242.0	9.0	98.3	60.8	73.2	106.9	112.6	149.1	5,610,976	2,660,088	.2094
COLUMBUS	499.3	173.4	190.8	8.5	74.1	46.9	76.5	83.2	84.7	117.7	4,334,941	2,150,438	.1649
MACON	462.4	159.6	166.7	4.6	71.0	45.1	54.4	77.1	87.5	111.9	4,551,951	2,341,287	.1697
SAVANNAH	602.6	205.7	207.1	9.2	94.1	55.7	88.7	103.2	101.2	137.5	5,576,540	3,092,536	.2161
IDAHO													
BOISE	436.5	155.0	1.9	23.6	70.3	38.1	49.8	80.4	80.5	100.5	4,228,160	2,087,778	.1566
IDAHO FALLS-POCATELLO	323.7	102.6	.7	15.3	64.2	29.8	40.0	54.4	54.4	63.6	2,894,189	1,547,742	.1117
TWIN FALLS	89.2	30.7	.1	4.4	14.8	7.6	8.9	14.0	15.6	24.5	810,800	475,116	.0323
ILLINOIS													
CHICAGO	8,613.3	3,090.1	1,680.9	727.6	1,244.2	780.2	1,000.1	1,533.3	1,651.1	2,127.4	111,725,985	48,395,180	3.7509
PEORIA	586.5	216.9	28.8	5.6	85.0	49.6	78.5	101.0	105.1	148.0	7,463,250	2,958,744	.2455
QUINCY-HANNIBAL	369.8	139.2	8.1	2.6	49.4	31.1	44.0	54.7	62.6	116.7	3,530,839	1,706,151	.1302
ROCKFORD	519.2	192.9	30.7	10.3	77.6	49.1	57.0	88.4	99.3	131.1	6,216,997	2,771,481	.2137
SPRINGFIELD-DECATUR-CHAMPAIGN	855.3	325.4	52.2	7.8	116.3	69.6	122.8	146.5	149.5	223.9	9,921,980	4,683,631	.3488
INDIANA													
EVANSVILLE	722.0	266.9	31.3	3.6	103.8	64.6	80.1	117.7	130.9	201.8	7,530,234	4,051,902	.2813
FT. WAYNE	627.1	224.0	29.5	8.6	98.3	58.0	70.6	108.1	114.0	156.0	6,619,456	3,196,870	.2388
INDIANAPOLIS	2,273.9	826.7	205.7	17.8	334.7	208.3	277.0	394.4	434.3	554.3	25,608,691	13,552,423	.9371
LAFAYETTE	132.6	46.2	2.1	1.5	16.2	9.5	32.6	23.1	20.5	27.1	1,436,929	786,009	.0536
SOUTH BEND-ELKHART	792.0	286.2	60.8	10.7	120.7	72.1	89.3	133.0	143.5	207.0	8,435,157	4,310,950	.3091
TERRE HAUTE	437.6	165.1	7.5	2.1	59.1	36.8	50.5	66.3	75.2	136.6	4,314,930	2,351,146	.1644

The New Haven Market:

over $4 Billion in annual retail sales.

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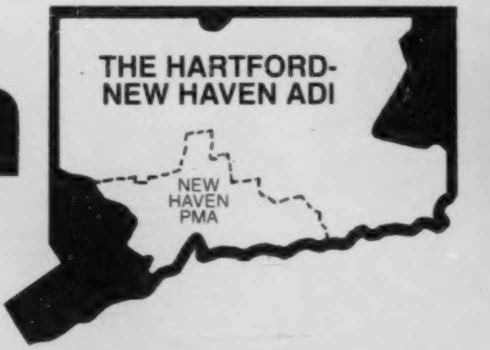
For more information, call Assistant Advertising Director Henry Misiak, at (203)562-1121, ext. 324, or Sawyer-Ferguson-Walker Company.

*SOURCES: S&MM, Survey of Buying Power; 1985 Control Data Corp., 1984 Household Estimates; ANM, 1985-86



New Haven Register

Journal-Courier

40 SARGENT DRIVE, NEW HAVEN, CT 06511

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1985												Buying Power Index
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)	
					2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over			
IOWA													
CEDAR RAPIDS-WATERLOO-DUBUQUE	888.2	328.1	13.6	5.2	126.6	81.7	120 1	149.7	151.5	229.2	9,555,477	4,161,409	.3338
DAVENPORT-ROCK ISLAND-MOLINE	879.6	330.4	24.0	25.7	129.3	80.5	96.3	146.3	160.0	238.0	10,216,818	4,341,047	.3487
DES MOINES	979.1	380.5	17.9	8.8	132.9	81.8	121.9	162.2	171.5	278.1	11,055,653	5,316,519	.3930
OTTUMWA-KIRKSVILLE	78.5	29.5	.4	.4	9.9	5.9	11.3	12.3	12.5	24.4	668,777	344,085	.0259
SIOUX CITY	448.8	168.8	1.4	2.9	65.1	38.6	53.1	67.9	72.4	135.8	4,269,743	2,214,700	.1610
KANSAS													
TOPEKA	397.6	146.1	26.6	13.8	53.5	30.3	65.4	69.6	64.7	100.2	4,633,582	2,144,295	.1614
WICHITA-HUTCHINSON	1,106.7	422.6	41.7	35.6	155.2	91.2	129.2	183.8	194.0	315.5	13,684,809	6,706,270	.4810
KENTUCKY													
BOWLING GREEN	105.9	37.9	7.6	.8	14.4	8.7	17.0	17.6	19.0	25.9	920,889	614,579	.0383
LEXINGTON	922.4	329.6	54.7	7.1	137.9	83.2	119.9	162.0	169.2	220.7	8,480,444	4,370,680	.3221
LOUISVILLE	1,413.8	506.4	147.0	11.3	210.1	129.4	168.3	249.3	263.6	347.2	14,588,091	7,212,631	.5329
PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION	845.6	320.3	52.4	5.5	112.1	69.6	102.1	128.4	148.5	260.7	7,624,119	4,182,377	.2961
LOUISIANA													
ALEXANDRIA	267.6	89.6	67.9	5.1	42.6	25.4	38.0	42.9	46.4	61.8	2,181,265	1,025,700	.0831
BATON ROUGE	768.0	257.2	253.5	13.6	125.4	75.1	108.0	143.5	136.0	150.8	7,759,020	3,952,912	.2875
LAFAYETTE	574.8	196.1	147.0	11.4	95.6	60.4	73.7	93.7	101.1	127.6	5,434,307	3,182,449	.2133
LAKE CHARLES	220.1	76.4	47.2	2.9	35.5	21.3	27.4	37.5	40.9	49.2	2,178,207	1,204,947	.0832
MONROE-EL DORADO	520.3	182.8	174.4	4.7	83.3	49.4	64.0	76.1	87.7	140.6	4,103,726	2,169,613	.1624
NEW ORLEANS	1,811.3	647.0	544.5	60.1	286.4	175.7	222.7	329.9	328.2	402.2	18,431,602	10,079,866	.6967
SHREVEPORT-TEXARKANA	1,128.2	409.4	333.3	18.2	174.0	102.9	118.1	173.2	198.7	322.5	10,769,489	5,260,121	.3988
MAINE													
BANGOR	348.8	126.1	.4	1.1	49.1	31.8	40.8	58.2	63.2	95.3	3,151,069	1,888,115	.1258
PORTLAND-POLAND SPRING	812.1	304.3	2.0	3.7	112.6	74.2	87.0	138.7	148.1	228.0	8,617,400	5,380,697	.3371
PRESQUE ISLE	87.2	29.5	.8	.5	13.5	9.0	10.8	14.5	15.6	20.9	744,913	407,278	.0293
MARYLAND													
BALTIMORE	2,457.7	888.0	595.5	24.0	318.3	227.5	287.7	443.5	488.0	626.1	28,830,212	14,550,402	1.0321
HAGERSTOWN	114.1	40.5	4.9	.7	14.1	10.1	13.8	19.4	21.9	31.9	1,156,175	688,856	.0448
SALISBURY	231.8	85.3	52.9	1.8	29.8	20.8	25.3	36.9	42.5	69.9	2,221,909	1,599,366	.0934

Our Newspapers DO Reach Young Adults!

Reach 85% of MSA adults 25-34 years with one ad in each of our papers!
PLUS . . . 93% of adults with college or graduate degrees
89% of adults living in households with incomes of $35,000 or more
. . . AND THOUSANDS OF OTHER DESIRABLE PROSPECTS!
CONTACT your Star or News representative. Or, phone Alan Judkins, Advertising Director at (317) 633-1132.

Source: Belden Continuing Market Study

THE INDIANAPOLIS STAR THE INDIANAPOLIS NEWS
Member: Million Market Newspapers/Times Mirror National Marketing

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1985												Buying Power Index
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)	
					2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over			
MASSACHUSETTS													
BOSTON	5,519.4	2,047.9	213.6	116.8	692.1	494.5	667.7	982.2	1,021.7	1,520.6	76,624,260	40,638,453	2.7003
SPRINGFIELD	586.1	213.3	34.3	25.6	72.6	51.4	83.8	96.9	99.8	166.6	6,637,123	3,785,230	.2486
MICHIGAN													
ALPENA	31.5	11.4	.0	.1	4.6	3.4	3.5	4.7	6.0	8.3	292,402	161,053	.0113
DETROIT	4,674.1	1,694.8	920.9	82.6	688.1	440.3	551.9	837.7	878.7	1,135.9	58,019,120	28,190,402	2.0303
FLINT-SAGINAW-BAY CITY	1,240.3	437.9	124.8	31.1	195.0	125.3	152.4	207.0	231.4	287.3	13,051,543	6,893,081	.4839
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,648.9	588.8	101.2	33.6	248.2	153.0	211.7	284.8	297.4	397.8	18,914,953	8,712,721	.6627
LANSING	618.5	216.5	36.9	16.9	90.1	55.0	96.3	117.9	111.5	127.9	7,296,341	3,473,608	.2563
MARQUETTE	159.3	56.1	1.6	.8	21.4	13.2	24.7	26.1	25.2	43.4	1,400,905	593,095	.0509
TRAVERSE CITY-CADILLAC	420.3	155.2	2.6	2.5	60.0	40.2	42.1	66.3	74.7	123.6	3,694,508	2,126,144	.1466
MINNESOTA													
ALEXANDRIA	167.1	59.8	.1	.6	24.1	15.9	17.8	23.3	27.9	52.3	1,348,874	810,665	.0555
DULUTH-SUPERIOR	467.0	175.2	1.4	1.5	64.8	41.6	51.3	74.7	78.8	141.0	4,601,329	2,467,509	.1739
MANKATO	65.3	23.7	.2	.4	8.3	5.2	12.1	10.9	9.8	16.8	643,758	460,875	.0268
MINNEAPOLIS-ST. PAUL	3,267.7	1,199.3	55.5	27.6	467.2	299.6	405.2	602.3	602.6	782.2	41,120,138	21,640,715	1.4706
ROCHESTER-MASON CITY-AUSTIN	375.0	143.1	.8	3.5	52.5	34.0	39.5	59.0	66.8	110.9	3,980,793	2,302,493	.1518
MISSISSIPPI													
BILOXI-GULFPORT-PASCAGOULA	179.4	63.4	37.4	3.4	27.9	16.5	26.8	30.5	32.1	39.1	1,681,630	970,468	.0658
COLUMBUS-TUPELO	444.9	155.7	131.6	3.6	70.3	42.0	54.5	68.4	78.2	116.3	3,227,239	1,802,479	.1329
GREENWOOD-GREENVILLE	257.1	82.8	153.0	3.5	47.8	27.8	30.8	37.0	38.1	64.7	1,576,984	1,054,531	.0722
JACKSON	807.5	280.9	360.8	7.3	133.3	78.1	95.9	132.4	138.0	200.1	6,974,435	3,796,400	.2729
LAUREL-HATTIESBURG	253.3	89.2	72.7	2.4	40.2	23.6	32.6	39.6	43.6	64.7	2,032,667	1,224,763	.0838
MERIDIAN	188.3	67.2	69.4	1.7	30.7	17.3	21.2	28.3	31.2	52.9	1,518,466	796,617	.0602
MISSOURI													
COLUMBIA-JEFFERSON CITY	425.6	150.6	21.5	3.3	55.6	34.6	65.6	72.4	72.4	112.2	4,361,628	2,298,674	.1622
JOPLIN-PITTSBURG	464.8	176.9	4.1	4.0	63.2	38.8	48.4	67.6	81.2	151.7	4,436,465	2,185,033	.1646
KANSAS CITY	1,899.5	708.2	200.3	40.5	266.3	161.8	222.3	333.6	361.1	494.0	23,566,028	12,086,156	.8383
ST. JOSEPH	128.1	47.9	2.8	1.8	16.7	10.5	15.7	18.7	21.0	41.5	1,324,513	788,892	.0515
ST. LOUIS	2,932.9	1,062.3	429.4	26.9	417.1	267.9	320.0	482.4	547.4	805.7	34,675,246	17,532,479	1.2399
SPRINGFIELD	775.2	287.1	8.7	6.3	102.7	64.2	87.5	112.9	137.9	247.7	6,777,884	3,635,929	.2641
MONTANA													
BILLINGS-HARDIN	230.4	89.3	.4	5.2	35.5	20.0	25.5	41.9	42.6	56.3	2,326,924	1,494,253	.0930
BUTTE	129.9	49.2	.1	1.6	17.5	10.9	19.3	23.2	22.5	32.4	1,181,166	704,420	.0471
GLENDIVE	14.3	5.5	.0	.1	2.3	1.3	1.7	2.5	2.5	3.5	137,455	115,031	.0062
GREAT FALLS	178.3	68.5	1.0	1.9	27.0	16.4	20.5	29.8	32.7	45.3	1,711,172	966,893	.0662
HELENA	47.5	18.9	.1	.4	7.0	4.2	5.6	9.4	8.9	10.7	510,788	276,372	.0189
MISSOULA	199.2	77.5	.2	1.9	29.0	17.7	23.0	38.2	38.0	46.4	1,914,069	968,839	.0713
NEBRASKA													
LINCOLN-HASTINGS-KEARNEY	677.7	258.4	4.2	8.3	92.0	53.7	86.9	111.2	112.6	199.6	7,338,664	3,635,739	.2650
NORTH PLATTE	49.8	18.7	.1	1.9	7.9	4.3	5.2	8.1	9.1	13.4	543,007	334,838	.0212
OMAHA	942.8	354.3	47.7	14.5	139.3	85.9	105.8	160.8	171.1	248.0	11,264,048	5,346,893	.3950
NEVADA													
LAS VEGAS	566.1	228.2	59.5	42.8	78.4	49.0	67.3	107.9	122.5	122.8	6,706,704	4,145,785	.2559
RENO	415.9	168.2	6.3	22.4	51.3	33.7	48.5	82.8	86.5	101.0	5,114,645	3,160,408	.1939

S&MM's SURVEY OF TELEVISION MARKETS

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	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)	
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NEW MEXICO													
ALBUQUERQUE	1,110.9	394.1	15.7	437.9	179.4	109.7	133.0	202.1	208.2	236.3	10,461,345	5,760,011	.4035
FARMINGTON	100.6	32.5	.4	12.5	19.7	10.7	12.6	18.1	18.1	16.2	859,193	512,357	.0346
ROSWELL	170.6	61.3	5.1	49.5	28.3	15.8	18.5	26.7	29.4	45.0	1,661,645	1,257,815	.0708
NEW YORK													
ALBANY-SCHENECTADY-TROY	1,314.3	487.1	40.7	13.3	172.4	119.2	149.1	215.2	235.9	388.0	15,443,394	7,714,138	.5503
BINGHAMTON	435.3	157.8	4.4	2.8	59.7	41.6	49.9	67.7	80.9	123.2	4,729,563	2,109,300	.1658
BUFFALO	1,707.0	619.5	127.7	21.7	228.3	157.2	198.1	268.8	306.9	500.8	18,541,280	8,089,366	.6468
ELMIRA	241.0	86.7	5.4	1.6	34.3	23.1	26.2	37.1	43.5	69.4	2,343,218	1,056,991	.0846
NEW YORK	18,447.3	6,870.4	3,154.8	2,330.8	2,349.4	1,623.6	1,898.6	3,109.2	3,723.6	5,257.6	259,469,381	108,468,699	8.4972
ROCHESTER	959.7	351.9	84.6	21.2	129.9	88.2	116.7	169.9	181.1	246.4	12,523,176	5,437,334	.4204
SYRACUSE	1,052.6	373.5	43.1	10.4	143.0	97.2	147.9	176.1	185.3	272.5	12,133,999	5,238,438	.4168
UTICA	295.9	105.7	6.0	2.6	39.4	27.1	36.0	44.1	51.2	90.0	3,061,160	1,394,409	.1092
WATERTOWN-CARTHAGE	236.5	79.7	.6	1.2	35.5	23.5	31.8	35.3	40.5	62.6	2,183,586	1,019,123	.0805
NORTH CAROLINA													
CHARLOTTE	1,802.0	659.3	351.5	13.5	262.4	163.3	203.9	316.2	361.1	443.6	18,830,284	10,134,705	.7042
GREENSBORO-WINSTON SALEM-HIGH POINT	1,341.9	503.3	244.0	9.6	183.4	119.4	150.4	232.7	272.6	349.1	14,360,231	7,637,759	.5319
GREENVILLE-NEW BERN-WASHINGTON	658.5	227.3	223.4	10.4	96.9	57.9	109.3	111.3	112.8	147.5	5,506,698	3,032,418	.2183
RALEIGH-DURHAM	1,725.8	617.1	536.4	23.5	246.4	151.1	249.2	320.5	322.0	384.1	17,268,337	9,267,330	.6507
WILMINGTON	377.1	132.9	101.9	3.7	59.7	36.6	41.4	64.2	70.0	93.4	3,141,800	1,881,625	.1279
NORTH DAKOTA													
FARGO	599.8	214.6	1.7	4.0	84.6	51.6	82.3	96.9	96.7	167.1	6,279,360	3,296,489	.2328
MINOT-BISMARCK-DICKINSON	413.5	144.3	1.2	2.3	65.6	39.0	49.5	69.0	69.7	104.6	4,483,053	2,474,656	.1670
OHIO													
CINCINNATI	1,961.7	717.4	195.0	11.3	290.7	180.6	233.8	332.7	363.4	495.2	22,103,644	10,617,486	.7866
CLEVELAND	3,842.1	1,428.1	481.3	52.1	540.7	347.2	430.2	648.9	718.9	1,041.0	44,574,258	22,494,470	1.5985
COLUMBUS	1,743.1	652.7	157.1	11.1	253.5	151.9	224.5	317.3	331.9	409.4	19,303,276	9,734,422	.6983
DAYTON	1,366.8	510.8	129.5	9.1	201.0	124.5	153.8	230.6	264.6	348.7	15,506,704	7,259,466	.5465
LIMA	113.0	40.7	11.6	1.0	17.4	10.5	12.7	18.6	19.7	30.1	1,185,433	737,000	.0464
TOLEDO	1,102.5	401.4	72.0	36.1	167.8	99.1	137.1	186.3	193.4	281.5	12,391,349	6,649,641	.4557
YOUNGSTOWN	757.3	278.7	64.0	7.6	106.0	67.3	82.3	121.7	137.4	220.6	8,181,816	3,862,096	.2923
ZANESVILLE	84.8	31.4	3.8	.3	12.8	7.9	9.5	13.3	15.4	23.1	776,748	428,839	.0302
OKLAHOMA													
ARDMORE-ADA	188.9	71.2	8.9	2.0	26.2	16.1	19.7	26.5	32.9	61.8	1,565,528	812,092	.0610
OKLAHOMA CITY	1,583.9	606.2	105.6	33.1	227.4	128.0	200.1	272.6	291.5	411.3	17,938,767	10,836,702	.6851
TULSA	1,218.4	463.9	83.8	16.0	177.3	104.5	128.5	205.3	233.7	329.9	12,911,458	6,266,362	.4662
OREGON													
BEND	69.2	25.8	.0	1.3	10.3	5.8	7.0	14.1	13.3	16.3	645,118	353,106	.0249
EUGENE	426.2	162.7	1.7	9.1	60.6	35.0	51.5	84.7	78.8	101.5	4,014,831	2,166,873	.1537
MEDFORD	334.8	127.5	1.2	10.7	47.7	28.4	31.6	58.1	62.9	95.5	2,973,475	1,761,654	.1186
PORTLAND	2,112.2	810.4	36.4	52.5	297.2	173.6	236.5	414.8	393.5	528.0	23,496,270	11,760,975	.8475
PENNSYLVANIA													
ERIE	427.7	155.3	15.0	2.6	62.2	38.9	51.0	69.1	74.8	118.5	4,454,936	2,285,703	.1642
HARRISBURG-YORK-LANCASTER-LEBANON	1,434.6	534.2	57.8	20.6	196.2	125.5	162.4	244.5	273.6	391.5	16,399,828	8,095,867	.5862
JOHNSTOWN-ALTOONA	785.9	284.6	7.8	3.3	107.1	68.0	103.7	123.0	134.6	227.4	7,182,627	3,488,357	.2688

	S&MM ESTIMATES 1985												
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
					2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over			
PENNSYLVANIA (cont.)													
PHILADELPHIA	7,221.5	2,654.6	1,179.7	204.0	941.7	646.5	827.3	1,194.6	1,353.0	2,060.8	88,496,493	43,542,807	3.1164
PITTSBURGH	3,216.8	1,223.5	204.2	16.6	400.8	273.3	371.4	517.9	572.7	997.6	35,715,073	16,082,264	1.2508
WILKES BARRE-SCRANTON	1,142.9	428.1	7.6	4.6	144.8	95.9	121.8	171.3	201.6	378.0	10,918,757	5,476,167	.4071
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	1,569.5	571.8	41.9	35.4	202.3	139.3	184.3	257.7	277.5	466.8	18,313,356	9,614,082	.6641
SOUTH CAROLINA													
CHARLESTON	612.5	206.7	217.2	9.4	97.0	59.0	91.5	115.5	109.3	118.2	5,288,825	3,054,702	.2110
COLUMBIA	782.2	273.2	293.8	10.3	117.5	74.1	111.6	144.9	142.1	167.2	7,537,881	3,755,724	.2802
FLORENCE	411.1	144.3	149.7	4.2	68.1	40.9	46.2	71.5	75.1	94.4	3,426,469	2,418,116	.1473
GREENVILLE-SPARTANBURG-ASHEVILLE	1,629.8	607.8	247.2	12.2	228.2	143.4	182.5	270.7	320.0	439.4	15,303,610	8,558,663	.5923
SOUTH DAKOTA													
RAPID CITY	230.4	83.0	1.6	3.7	36.9	20.8	28.8	40.6	39.2	54.5	2,425,969	1,269,595	.0903
SIOUX FALLS-MITCHELL	586.5	218.4	.7	1.8	85.3	52.7	67.1	89.4	96.1	175.1	5,822,171	3,211,941	.2215
TENNESSEE													
BRISTOL-KINGSPORT-JOHNSON CITY	805.1	288.7	14.1	4.5	117.2	72.3	85.8	133.9	162.1	211.3	7,225,425	3,662,737	.2745
CHATTANOOGA	828.8	301.6	76.5	6.1	124.8	74.1	90.7	141.8	165.8	206.0	7,536,200	4,218,669	.2940
JACKSON	123.1	46.0	27.0	1.0	18.0	10.6	13.6	20.3	22.1	34.6	1,117,494	758,157	.0465
KNOXVILLE	1,113.6	412.6	48.3	7.9	159.2	100.5	126.6	189.6	216.6	289.0	10,079,748	6,253,290	.4069
MEMPHIS	1,679.2	591.8	623.6	16.3	265.4	162.7	199.6	280.7	295.2	416.6	14,809,889	8,824,672	.5938
NASHVILLE	1,866.4	682.6	229.5	17.2	263.2	162.6	220.7	319.0	360.9	482.4	18,671,282	9,398,313	.6911
TEXAS													
ABILENE-SWEETWATER	313.8	116.2	14.8	43.8	43.9	25.7	37.4	45.8	53.4	97.0	3,155,128	2,025,715	.1259
AMARILLO	480.7	176.5	18.4	69.8	76.1	41.6	55.2	78.9	88.3	122.1	5,068,938	2,797,988	.1904
AUSTIN	844.2	320.0	83.4	162.7	115.2	67.2	134.3	170.6	145.1	185.2	10,209,590	5,232,424	.3644
BEAUMONT-PORT ARTHUR	475.6	170.2	105.2	16.1	72.0	43.7	53.0	76.5	87.7	126.2	5,365,656	2,692,923	.1930
CORPUS CHRISTI	532.2	173.9	19.2	308.3	92.3	52.2	63.8	90.7	92.9	119.2	5,086,792	3,100,219	.2020
DALLAS-FT. WORTH	4,221.4	1,572.1	594.1	360.0	622.5	364.6	497.7	791.3	838.0	970.5	54,578,684	27,464,992	1.9162
EL PASO	684.7	209.6	24.2	450.1	125.9	69.6	94.9	116.5	121.8	129.4	5,644,973	3,145,641	.2251
HOUSTON	3,970.9	1,431.6	757.3	653.4	627.3	346.8	490.7	831.2	786.7	744.2	51,376,818	25,477,721	1.7948
LAREDO	126.7	33.9	.1	120.5	26.6	14.7	14.6	19.5	20.2	25.8	755,859	992,870	.0452
LUBBOCK	397.4	137.7	25.9	114.7	63.0	36.3	59.4	65.2	68.6	89.3	3,721,957	2,169,548	.1465
MCALLEN-BROWNSVILLE	641.8	177.0	1.7	568.7	135.5	72.6	68.4	99.6	102.5	135.8	4,087,106	3,089,552	.1929
ODESSA-MIDLAND	424.7	149.8	21.5	121.8	70.7	38.6	51.2	74.2	79.0	93.8	5,094,739	3,519,726	.2023
SAN ANGELO	127.4	45.9	4.4	32.7	17.9	10.6	16.6	20.4	21.9	35.8	1,357,057	850,981	.0530
SAN ANTONIO	1,578.4	526.5	96.5	814.9	260.1	153.3	189.1	264.7	280.9	373.5	15,529,290	8,295,346	.5868
TYLER-LONGVIEW	457.1	164.1	95.1	17.9	67.5	38.1	56.7	75.3	81.5	122.7	4,899,288	2,815,860	.1859
VICTORIA	77.7	26.5	5.7	27.3	13.1	7.3	9.3	14.1	14.3	16.5	852,222	575,785	.0341
WACO-TEMPLE	650.6	227.6	111.2	71.7	90.7	50.0	126.0	105.6	101.7	153.0	6,531,190	3,360,708	.2429
WICHITA FALLS-LAWTON	450.1	162.5	39.5	26.9	64.4	37.4	61.1	72.2	78.3	120.8	4,509,690	2,491,840	.1717
UTAH													
SALT LAKE CITY	1,852.6	580.1	11.2	77.6	375.3	164.4	243.2	328.9	297.7	337.3	16,675,857	8,815,526	.6411
VERMONT													
BURLINGTON-PLATTSBURGH	695.1	248.7	4.4	5.7	96.4	64.1	94.5	123.3	125.7	170.7	6,818,715	4,303,915	.2720
VIRGINIA													
CHARLOTTESVILLE	101.7	38.7	14.9	.9	10.9	7.5	20.7	20.4	17.6	22.0	1,261,087	799,248	.0480

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1985												
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
VIRGINIA (cont.)													
HARRISONBURG	99.7	33.7	2.4	.8	12.2	7.8	17.8	16.5	17.7	25.0	855,136	505,979	.0344
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,546.7	523.0	473.7	24.7	217.8	136.0	240.5	279.6	287.4	336.2	16,337,712	8,405,878	.6010
RICHMOND	1,186.6	416.7	348.9	10.7	158.5	106.2	136.3	215.3	231.3	305.9	13,163,835	6,657,309	.4771
ROANOKE-LYNCHBURG	983.9	343.2	161.1	6.6	129.0	85.1	123.8	163.0	189.8	268.0	9,723,468	4,689,523	.3561
WASHINGTON													
SEATTLE-TACOMA	3,100.7	1,215.1	100.2	65.6	413.5	253.6	375.2	606.9	599.7	756.4	38,978,018	18,348,080	1.3478
SPOKANE	857.8	320.9	5.8	19.7	127.5	73.9	104.6	153.0	155.2	214.2	8,267,414	4,090,291	.3071
YAKIMA	461.2	167.7	4.8	43.2	71.0	40.7	52.9	82.7	83.9	112.7	4,755,947	2,379,409	.1746
WEST VIRGINIA													
BLUEFIELD-BECKLEY-OAK HILL	410.2	147.4	29.4	3.1	65.9	36.7	43.5	69.6	69.6	111.5	3,320,224	1,982,276	.1360
CHARLESTON-HUNTINGTON	1,443.3	520.8	32.9	8.8	222.4	129.5	161.9	242.5	265.1	374.3	12,727,462	6,577,973	.4886
CLARKSBURG-WESTON	230.1	85.3	1.8	1.9	32.8	20.0	25.4	36.2	39.8	68.8	1,862,815	920,381	.0724
PARKERSBURG	93.0	35.6	.8	.4	13.4	8.4	9.6	15.4	18.2	25.2	930,670	571,835	.0367
WHEELING-STEUBENVILLE	421.1	157.5	10.5	2.1	58.9	36.4	44.8	67.2	74.0	127.6	4,071,266	1,937,777	.1489
WISCONSIN													
GREEN BAY	999.3	364.1	1.3	5.5	146.1	98.6	114.8	163.8	174.4	268.7	10,444,656	4,798,564	.3729
LA CROSSE-EAU CLAIRE	433.6	156.0	.6	1.5	60.2	39.1	60.4	69.6	70.9	119.6	4,312,189	2,252,459	.1612
MADISON	549.6	213.1	6.2	4.5	72.5	46.9	78.7	107.8	95.9	131.7	6,338,433	3,526,515	.2347
MILWAUKEE	1,894.2	705.1	171.9	47.0	266.0	175.4	223.7	328.3	348.5	492.8	23,030,046	10,005,918	.7836
WAUSAU-RHINELANDER	448.5	162.2	.6	1.8	65.6	43.9	51.5	70.2	78.0	124.4	4,420,393	2,155,723	.1629
WYOMING													
CASPER-RIVERTON	155.8	56.6	.6	5.6	25.6	13.4	19.4	31.2	29.1	30.4	1,797,003	1,078,009	.0682
CHEYENNE-SCOTTSBLUFF	131.7	50.3	2.2	13.4	20.0	11.4	15.6	23.3	24.1	32.5	1,369,931	871,705	.0541
TOTAL UNITED STATES ADIs	239,224.4	87,890.4	29,039.4	17,579.8	33,687.3	21,133.8	28,412.5	41,766.6	44,799.5	62,018.6	2,779,740,980	1,384,204,439	99.2626

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

SECTION F

Sales and Marketing MANAGEMENT

Zip Code Characteristics

Data in this Survey of Buying Power—Part II have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Zip data defined

The data in this year's zip code section of the *Survey of Buying Power—Part II* have been selected from a cross section of zips ranging from Rhode Island to Florida to Washington state—with a few more stops in between. Some of the nation's fastest growing geographic areas are highlighted, including portions of the Fort Myers, FL metro area, Gwinnett County, GA, and Smyrna, TN (future home of General Motors' new Saturn automotive division). Also included are data from zips like Rehoboth Beach, located along the coast of southern Delaware, and Andrews, a small Texas town with a good-size Hispanic population.

A closer look at the data shows that Lehigh Acres, FL (33936), is a fast-growing area with an over-age-65 population of 40.8%—compared to the national average of just 12.1%—a factor that contributes strongly to this zip's very high median age of 60.1 years. Rapid growth in Lawrenceville, GA, has brought with it a rise in affluence that has boosted the median household income to $31,536, nearly $8,000 above the U.S. average. In addition, population-by-age-group data show that more than 40% of the residents here are between the ages of 25 and 45, with an over-age-65 segment of only 5.8%, less than half the national average.

This year's seven zip code samples show data in nearly 50 different demographic and socioeconomic categories, only a fraction of the information available for any of the nation's more than 43,000 zip code designations. The great depth of zip code data, coupled with the much finer geographic definition that zips provide, make it a very desirable format for those looking to do highly specific profiling or targeting. A quick study of the differences between these areas' income levels, racial and ethnic makeup, median age, and a number of other characteristics further illustrates the usefulness of this kind of highly specific data. If you would like more information on zip code demographics, contact Bill Communications' Market Statistics Div., 633 Third Ave., New York, NY 10017 (212-986-4800).

VITAL STATISTICS
Zip Code: 33936
Name: Lehigh Acres
State: Florida
Metro: Fort Myers-Cape Coral
County: Lee

DEMOGRAPHIC CHARACTERISTICS
Population: 14,122
Total households: 6,615
Median age: 60.1

Population by age group:
0–5 - 501 (3.5%)
6–11 - 673 (4.8%)
12–17 - 733 (5.2%)
18–24 - 675 (4.8%)
25–34 - 1,076 (7.6%)
35–44 - 1,034 (7.3%)
45–54 - 1,005 (7.1%)
55–64 - 2,659 (18.8%)
65 & over - 5,766 (40.8%)

Percentage breakouts of:
Black population - 2.0%
Black households - 1.8%
Spanish population - 1.6%
Spanish households - 1.2%
Families - 75.3%
Owner-occupied households - 81.3%
Renter-occupied households - 18.7%
Noncollege graduates - 70.9%
College graduates - 8.6%

Population growth since 1980: 23.9%

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds. with)
Less than $5,000 - 458 (6.9%)
$5,000–$9,999 - 913 (13.8%)
$10,000–$14,999 - 1,345 (20.3%)
$15,000–$19,999 - 947 (14.3%)
$20,000–$24,999 - 648 (9.8%)
$25,000–$34,999 - 1,112 (16.8%)
$35,000–$49,999 - 794 (12.0%)
$50,000–$74,999 - 320 (4.8%)
$75,000 or more - 78 (1.2%)
Median household income: $18,124
Total income: $163,102,000

Employment (1984): 2,118 (15.0%)

RETAIL SALES CHARACTERISTICS
Total retail sales: $40,312,000
Buying Power Index (BPI): .0049

Retail store counts (1984):
Supermarkets - 4
Department stores - 1
Apparel - 6
Eating & drinking places - 10
Furniture, Home Furnishing, Appliance stores - 2
Automobile dealers - 4
Gasoline service stations - 3
Building material dealers - 2
Drugstores - 2

VITAL STATISTICS
Zip Code: 30245
Name: Lawrenceville
State: Georgia
Metro: Atlanta
County: Gwinnett

DEMOGRAPHIC CHARACTERISTICS
Population: 54,719
Total households: 18,761
Median age: 29.3

Population by age group:
0–5 - 6,209 (11.3%)
6–11 - 5,823 (10.6%)
12–17 - 4,813 (8.8%)
18–24 - 4,943 (9.0%)
25–34 - 12,842 (23.5%)
35–44 - 9,644 (17.6%)
45–54 - 4,391 (8.0%)
55–64 - 2,874 (5.3%)
65 & over - 3,180 (5.8%)

Percentage breakouts of:
Black population - 2.3%
Black households - 2.0%
Spanish population - 1.0%
Spanish households - 0.8%
Families - 86.5%
Owner-occupied households - 81.2%
Renter-occupied households - 18.8%
Noncollege graduates - 47.0%
College graduates - 9.4%

Population growth since 1980: 51.2%

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds. with)
Less than $5,000 - 980 (5.2%)
$5,000–$9,999 - 1,005 (5.4%)
$10,000–$14,999 - 1,358 (7.2%)
$15,000–$19,999 - 1,617 (8.6%)
$20,000–$24,999 - 1,976 (10.5%)
$25,000–$34,999 - 3,712 (19.8%)
$35,000–$49,999 - 4,102 (21.9%)
$50,000–$74,999 - 2,957 (15.8%)
$75,000 or more - 1,054 (5.6%)
Median household income: $31,586
Total income: $672,886,000

Employment (1984): 7,293 (13.3%)

RETAIL SALES CHARACTERISTICS
Total retail sales: $245,486,000
Buying Power Index (BPI): .0219

Retail store counts (1984):
Supermarkets - 19
Department stores - 3
Apparel - 11
Eating & drinking places - 41
Furniture, Home Furnishing, Appliance stores - 19
Automobile dealers - 22
Gasoline service stations - 14
Building material dealers - 16
Drugstores - 9

VITAL STATISTICS
Zip Code: 37167
Name: Smyrna
State: Tennessee
Metro: Nashville
County: Rutherford

DEMOGRAPHIC CHARACTERISTICS
Population: 14,344
Total households: 4,803
Median age: 28.9

Population by age group:
0–5 - 1,449 (10.1%)
6–11 - 1,482 (10.3%)
12–17 - 1,451 (10.1%)
18–24 - 1,669 (11.6%)
25–34 - 2,842 (19.8%)
35–44 - 2,321 (16.2%)
45–54 - 1,298 (9.0%)
55–64 - 1,026 (7.2%)
65 & over - 806 (5.6%)

Percentage breakouts of:
Black population - 7.5%
Black households - 6.7%
Spanish population - 0.7%
Spanish households - 0.5%
Families - 85.5%
Owner-occupied households - 67.4%
Renter-occupied households - 32.6%
Noncollege graduates - 49.1%
College graduates - 5.3%

Population growth since 1980: 21.9%

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds. with)
Less than $5,000 - 195 (4.1%)
$5,000–$9,999 - 365 (7.6%)
$10,000–$14,999 - 494 (10.3%)
$15,000–$19,999 - 601 (12.5%)
$20,000–$24,999 - 611 (12.7%)
$25,000–$34,999 - 1,120 (23.3%)
$35,000–$49,999 - 1,016 (21.2%)
$50,000–$74,999 - 383 (8.0%)
$75,000 or more - 18 (0.4%)
Median household income: $26,210
Total income: $166,260,000

Employment (1984): 8,767 (61.1%)

RETAIL SALES CHARACTERISTICS
Total retail sales: $77,994,000
Buying Power Index (BPI): .0059

Retail store counts (1984):
Supermarkets - 10
Department stores - 2
Apparel - 9
Eating & drinking places - 12
Furniture, Home Furnishing, Appliance stores - 2
Automobile dealers - 3
Gasoline service stations - 10
Building material dealers - 3
Drugstores - 6

VITAL STATISTICS
Zip Code: 19971
Name: Rehoboth Beach
State: Delaware
Metro: Nonmetropolitan
County: Sussex

DEMOGRAPHIC CHARACTERISTICS
Population: 4,326
Total households: 2,032
Median age: 50.5

Population by age group:
0–5 - 191 (4.4%)
6–11 - 229 (5.3%)
12–17 - 290 (6.7%)
18–24 - 313 (7.2%)
25–34 - 465 (10.7%)
35–44 - 446 (10.3%)
45–54 - 414 (9.6%)
55–64 - 728 (16.8%)
65 & over - 1,250 (28.9%)

Percentage breakouts of:
Black population - 9.6%
Black households - 8.6%
Spanish population - 0.6%
Spanish households - 0.5%
Families - 64.1%
Owner-occupied households - 78.6%
Renter-occupied households - 21.4%
Noncollege graduates - 59.6%
College graduates - 13.9%

Population growth since 1980: (-18.0%)

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds. with)
Less than $5,000 - 170 (8.4%)
$5,000–$9,999 - 280 (13.8%)
$10,000–$14,999 - 280 (13.8%)
$15,000–$19,999 - 207 (10.2%)
$20,000–$24,999 - 192 (9.4%)
$25,000–$34,999 - 259 (12.7%)
$35,000–$49,999 - 258 (12.7%)
$50,000–$74,999 - 297 (14.6%)
$75,000 or more - 89 (4.4%)
Median household income: $22,058
Total income: $60,763,000

Employment (1984): 3,131 (72.4%)

RETAIL SALES CHARACTERISTICS
Total retail sales: $102,931,000
Buying Power Index (BPI): .0037

Retail store counts (1984):
Supermarkets - 11
Department stores - 1
Apparel - 25
Eating & drinking places - 77
Furniture, Home Furnishing, Appliance stores - 14
Automobile dealers - 2
Gasoline service stations - 9
Building material dealers - 6
Drugstores - 4

VITAL STATISTICS
Zip Code: 02840
Name: Newport
State: Rhode Island
Metro: Nonmetropolitan
County: Newport

DEMOGRAPHIC CHARACTERISTICS
Population: 47,860
Total households: 17,478
Median age: 30.7

Population by age group:
0–5 - 4,162 (8.7%)
6–11 - 3,651 (7.6%)
12–17 - 3,712 (7.8%)
18–24 - 6,770 (14.1%)
25–34 - 9,770 (20.4%)
35–44 - 6,122 (12.8%)
45–54 - 3,899 (8.1%)
55–64 - 3,714 (7.8%)
65 & over - 6,060 (12.7%)

Percentage breakouts of:
Black population - 5.9%
Black households - 5.3%
Spanish population - 2.1%
Spanish households - 1.6%
Families - 68.0%
Owner-occupied households - 45.4%
Renter-occupied households - 54.6%
Noncollege graduates - 43.4%
College graduates - 15.1%

Population growth since 1980: 3.7%

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds. with)
Less than $5,000 - 1,036 (5.9%)
$5,000–$9,999 - 1,975 (11.3%)
$10,000–$14,999 - 1,757 (10.1%)
$15,000–$19,999 - 1,929 (11.0%)
$20,000–$24,999 - 1,669 (9.5%)
$25,000–$34,999 - 2,842 (16.3%)
$35,000–$49,999 - 3,058 (17.5%)
$50,000–$74,999 - 2,630 (15.0%)
$75,000 or more - 582 (3.3%)
Median household income: $26,313
Total income: $626,362,000

Employment (1984): 15,927 (33.3%)

RETAIL SALES CHARACTERISTICS
Total retail sales: $444,528,000
Buying Power Index (BPI): .0247

Retail store counts (1984):
Supermarkets - 26
Department stores - 3
Apparel - 52
Eating & drinking places - 132
Furniture, Home Furnishing, Appliance stores - 29
Automobile dealers - 28
Gasoline service stations - 15
Building material dealers - 14
Drugstores - 14

VITAL STATISTICS
Zip Code: 79714
Name: Andrews
State: Texas
Metro: Nonmetropolitan
County: Andrews

DEMOGRAPHIC CHARACTERISTICS
Population: 15,528
Total households: 5,083
Median age: 28.9

Population by age group:
0–5 - 1,944 (12.5%)
6–11 - 1,588 (10.2%)
12–17 - 1,404 (9.0%)
18–24 - 1,863 (12.0%)
25–34 - 2,465 (15.9%)
35–44 - 2,074 (13.4%)
45–54 - 1,646 (10.6%)
55–64 - 1,292 (8.3%)
65 & over - 1,252 (8.1%)

Percentage breakouts of:
Black population - 1.5%
Black households - 1.3%
Spanish population - 21.9%
Spanish households - 17.1%
Families - 83.9%
Owner-occupied households - 74.1%
Renter-occupied households - 25.9%
Noncollege graduates - 47.0%
College graduates - 5.8%

Population growth since 1980: 17.1%

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds. with)
Less than $5,000 - 270 (5.3%)
$5,000–$9,999 - 388 (7.6%)
$10,000–$14,999 - 485 (9.5%)
$15,000–$19,999 - 583 (11.5%)
$20,000–$24,999 - 517 (10.2%)
$25,000–$34,999 - 845 (16.6%)
$35,000–$49,999 - 1,097 (21.6%)
$50,000–$74,999 - 658 (12.9%)
$75,000 or more - 240 (4.7%)
Median household income: $28,533
Total income: $180,838,000

Employment (1984): 4,121 (26.5%)

RETAIL SALES CHARACTERISTICS
Total retail sales: $73,270,000
Buying Power Index (BPI): .0060

Retail store counts (1984):
Supermarkets - 14
Department stores - 1
Apparel - 9
Eating & drinking places - 20
Furniture, Home Furnishing, Appliance stores - 3
Automobile dealers - 11
Gasoline service stations - 13
Building material dealers - 4
Drugstores - 4

VITAL STATISTICS
Zip Code: 98203
Name: Everett
State: Washington
Metro: Seattle
County: Snohomish

DEMOGRAPHIC CHARACTERISTICS
Population: 27,047
Total households: 11,186
Median age: 33.2

Population by age group:
0–5 - 2,204 (8.1%)
6–11 - 2,033 (7.5%)
12–17 - 2,104 (7.8%)
18–24 - 3,230 (11.9%)
25–34 - 4,813 (17.8%)
35–44 - 3,658 (13.5%)
45–54 - 2,635 (9.7%)
55–64 - 2,914 (10.8%)
65 & over - 3,456 (12.8%)

Percentage breakouts of:
Black population - 1.0%
Black households - 0.9%
Spanish population - 1.3%
Spanish households - 1.0%
Families - 72.2%
Owner-occupied households - 66.8%
Renter-occupied households - 33.2%
Noncollege graduates - 51.7%
College graduates - 9.5%

Population growth since 1980: 14.4%

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds. with)
Less than $5,000 - 541 (4.8%)
$5,000–$9,999 - 1,033 (9.2%)
$10,000–$14,999 - 1,082 (9.7%)
$15,000–$19,999 - 1,097 (9.8%)
$20,000–$24,999 - 1,042 (9.3%)
$25,000–$34,999 - 2,107 (18.8%)
$35,000–$49,999 - 2,126 (19.0%)
$50,000–$74,999 - 1,535 (13.7%)
$75,000 or more - 623 (5.6%)
Median household income: $28,788
Total income: $381,446,000

Employment (1984): 6,745 (24.9%)

RETAIL SALES CHARACTERISTICS
Total retail sales: $179,577,000
Buying Power Index (BPI): .0130

Retail store counts (1984):
Supermarkets - 11
Department stores - 1
Apparel - 0
Eating & drinking places - 43
Furniture, Home Furnishing, Appliance stores - 12
Automobile dealers - 23
Gasoline service stations - 7
Building material dealers - 5
Drugstores - 0